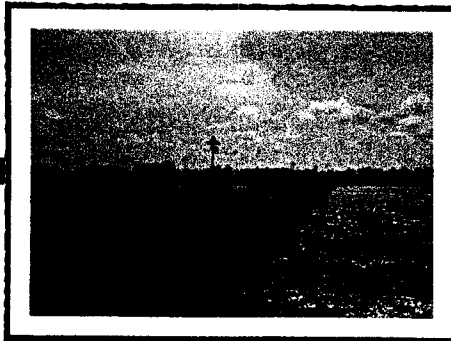


3A

Master Plan



"Preserving the Best of Town of Lauderdale-by- Mas

peter j. s

Commission Approved - 2/24/2004

"Preserving the Best of Times"

A Town Master Plan for Lauderdale-by-the-Sea, Florida

ACKNOWLEDGEMENTS

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1.0 A Vision for the Future

1.1 Project Background

In the Fall of 2002, the Town of Lauderdale-by-the-Sea, Florida determined the need to create a *Plan for the Future* for their community that would build upon previous planning and design initiatives, determine appropriate aesthetic improvements for Town streetscapes and recommend enhancements to make the Town a more welcoming and vibrant waterfront community. The *Plan for the Future*, in conjunction with on-going planning efforts, will ensure that Lauderdale-by-the-Sea be recognized locally, regionally and nationally as "*the prettiest small town in America*".

Over the course of the last five years, the Town of Lauderdale-by-the-Sea has undertaken a number of planning and design initiatives, including: A Revitalization and Redevelopment Plan from 1999, the Town of Lauderdale-by-the-Sea Community Visioning Plan from 2000 and the Intracoastal/Beach Area Study from 2001. In addition to the Plans identified above, smaller planning and design initiatives have been successfully on-going, and have included the design and development of beach portals at designated waterfront locations, enhancements to Bougainvillea Park to provide sewer and water services to residential neighborhoods in the northern portion of the Town, the construction of a community park directly west of Town Hall, provisions to construct a new Town Hall building and land parcels for the Town for parking or other appropriate future uses.

The *Plan for the Future* expands upon and incorporates previous planning initiatives that are being undertaken by the Town. The result is a Master Plan for the community that protects, preserves and promotes the unique attributes of the Town, in order to stimulate desirable economic development and to maintain the aesthetic character of the Town.

1.2 Goals and Objectives

The following Goals and Objectives were established at the onset of the planning initiative and assistance and input from the appointed Town Master Plan Steering Committee. The Goals and Objectives were subsequently updated after the Public Informational Gathering Session, where comments and views from the general public regarding their ideas for the future evolution of the Town of Lauderdale-by-the-Sea were gathered.

The Goals and Objectives, used to guide the planning and design process for the Town Master Plan, were organized into the following categories: Land Use, Economic Development, Circulation, Quality of Life, Water Resources, Environment and Regionalism.

Land Use

Goal: To encourage a full range of land uses in the Town, which address the varied needs of residents and tourists

Objectives:

- Allow buildings and sites to accommodate a combination of land uses that may include a variety of combinations of the following throughout the Town- residential, retail, service, recreation, etc.
- Develop a living environment that offers residents unique "neighborhood" amenities and a variety of housing options, for all price ranges, which ensures the availability of safe, and attractive living environments.
- Create land use regulations that promote the desired character of the Town and guide the development and maintenance of existing unique attributes
- Initiate land and building controls that are not constrained by traditional, restrictive zoning regulations.

Economic Development

Goal: To expand the economic base within the Town and promote the development of an array of commercial and commercial opportunities available to residents and tourists that will continue to evolve

Objectives:

- Provide an attractive business climate that results in the creation of a stable employment base in the Town of Lauderdale-by-the-Sea
- Create a business atmosphere that attracts and welcomes high quality businesses, offering services and retail opportunities to the community
- Facilitate future growth and economic development with selective public investments and encourage long-term economic sustainability
- Work with existing businesses and area developers to implement revitalization and façade improvement programs that enrich the character and aesthetics of the Town's commercial districts
- Capitalize on the unique scenic, natural and cultural attributes of the Town as resources to promote in an effort to attract tourists, locally, regionally, nationally and internationally
- Work with the Chamber of Commerce and local tourism agencies to promote local attractions, destinations and amenities offered in the Town in an effort to spur economic development efforts



View looking west along Commercial Boulevard

Circulation

Goal: To establish a defined circulation plan that facilitates movement throughout the Town waterfront for a variety of transportation modes and users

Objectives:

- Establish a system of recreation and open spaces, including parks, beaches and multi-use trails, that will add to the redevelopment potentials of existing lands
- Consider changes to existing traffic and circulation patterns in order to establish stronger pedestrian connections and linkages throughout the Town
- Establish a continuous, linear ocean and beachfront promenade
- Implement traffic calming features, such as roundabouts and pedestrian crosswalks, into future transportation and circulation enhancement projects
- Develop a multi-modal circulation plan that addresses existing transportation and parking issues
- Create multi-modal circulation nodes that service the needs of a range of transportation users, including vehicles, pedestrians, bicyclists and public transportation users (ie. Pelican Hopper, water taxi, etc.)
- Implement a way-finding / sign program that clearly identifies attractions, transportation routes, access points and linkages, and cohesively brings them together
- Create satellite parking areas, with associated public transit opportunities, to facilitate and ease existing traffic congestion between the beach and commercial areas

Quality of Life

Goal: To develop amenities and offer services and facilities, which contribute to a high standard of the quality of life for residents and create a unique and recognizable identity for the Town

Objectives:

- Develop a centralized, public open space gathering area for community-wide special events
- Improve safety and security measures throughout the Town, ensuring residents feel comfortable in their surroundings, at all times
- Ensure that all public facilities are well-maintained and that residents have access to all services
- Extend municipal sewer service to all residential areas within the Town

Waterfront

Goal: To establish mixed-use, user-friendly waterfront districts in the Town, which serve as desirable attractions to residents and tourists

Objectives:

- Develop physical access points to the beach, oceanfront, Intracoastal Waterway and inland waterways that are well-defined and designed
- Encourage upgrades, improvements and the redevelopment of existing waterfront structures and landscapes to create a more aesthetically pleasing waterfront experience
- Encourage the development of oceanfront amenities that would improve the overall "beach" experience
- Determine activities and facilities that would be effective and successful at a waterfront location, based on the needs and desires of residents and visitors, and prepare recommendations to physically plan for them

Environment

Goal: To protect and enhance environmental and natural resources (ie. beach, ocean, coral Island and Town

Objectives:

- Implement best management practices which will minimize negative environmental impact and runoff
- Enhance natural areas, visually and physically, for optimal public use and enjoyment
- Ensure hurricane and flood risks are considered, and all local, state and federal regulations during the design and development of all buildings and structures
- Enhance sensitive environmental areas (ie. beach, turtle habitats, etc.) from future development and destruction

Regionalism

Goal: To establish and sustain open communications and long-term partnerships with surrounding regional organizations

Objectives:

- Establish and maintain communications with neighboring communities to keep apprised of planning initiatives and development proposals that may effect future Town actions
- Use resources available through County and regional agencies to assist in local planning
- Recognize the Town's role in the larger region and coordinate future tourism, planning and development efforts to maintain the character and viability of the unique attributes
- Continue the consolidation of public services with surrounding communities and/or County

1.3 Design Philosophy

1.3.1 The Story of Lauderdale-by-the-Sea

Although the Town's history dates back to the early years of the Twentieth Century, the Town today, originated mid-Century, with its incorporation in the year 1947. The tranquil charm and those years has remained constant over the decades, even as significant changes and transformations have occurred within the Town's borders, and beyond. The fast-paced, hurried lifestyles that characterize today's modern way of life are not found in Lauderdale-by-the-Sea, where a simplified, laid-back existence is still the preferred way to move through life.

The simplified way of living in Lauderdale-by-the-Sea is a rare commodity not recognized in many other communities throughout the United States. Thus, the relaxed, casual and appreciative nature of the Town is the underlying focus of the development of the Master Plan for the community. The Master Plan, based largely on the principles described in further detail below, attempts to capture and preserve the qualities and attributes that make the Town such an exceptional place to live, and to visit.

The distinctive character of the Town is captured not only in the people, and the quality-of-life in which they live, but in the natural characteristics of the area - specifically the Town's location on a barrier island and the coral reef that runs parallel to the Town's shoreline. There are few communities that can boast such natural features, and the Master Plan provides a vision for the future that will allow the Town to capitalize on these attributes as they move forward.

Select Feature A



1.3.2 Design Principles

The following Principles were applied to the development of the Master Plan for the Town of Lauderdale-by-the-Sea, including the detailed design of specific planning areas within the Town and Town streets. The Principles take into consideration the prevailing goals and objectives of the community, the amenities and attributes that make the Town a special place and the capitalization of unique features to define the community on a local, regional and national level.

The following principles were applied to the creation of the Town Master Plan and its various components:

- **SCALE** - Maintaining the scale of existing buildings and structures as they are crucial to the character of the community and help to define and differentiate Lauderdale-by-the-Sea from surrounding communities.
- **PEDESTRIANS** - Creating and enhancing pedestrian circulation routes, which make the Town a more walkable place, as is consistent and desirable when considering the overall size and scale of the Town.
- **BEACH FOCUS** - Recognizing the positive benefits of being a beachfront community and the advantages offered by the waterfront location, in terms of the environment, quality-of-life and economic opportunities for visitors and business potentials.
- **BARRIER ISLAND** - Taking full advantage of the Town's barrier island location and making the most of this natural feature.
- **ENVIRONMENTAL REHABILITATION** - Considering the potentials for the environmental rehabilitation of significant nesting and wildlife areas that have been, or could be, damaged and destroyed.

- **ACCESSIBILITY** - Creating additional access opportunities for persons utilizing all modes of transport between destination nodes within the Town, including the beach, commercial hubs and community space centers.
- **ECONOMIC REVITALIZATION** - Ensuring the physical plan for the Town is based on current economic realities, while simultaneously promoting beneficial economic development strategies and potential businesses.
- **CORAL REEF** - Capitalizing on a one-of-a-kind community asset that can provide the Town with an attraction to draw visitors and prospective residents from near and far.
- **QUALITY DEVELOPMENT** - Creating development standards and criteria for buildings, structures, and infrastructure that are based on a theme relevant to the Town's history, and that guarantee and emphasize quality in construction and design.
- **"NICHE MARKET"** - Incorporating and promoting the unique characteristics that define the target "niche" for advertising and marketing.
- **COMMUNITY GATHERING** - Establishing a location in the Town that provides opportunity for community gatherings and events, encouraging, and supporting, the close-knit and personalized "feel" of the community.
- **PORTALS** - Acknowledging the physical significance of public access to the beach and the water, and providing "centers" for the location of public amenities desired by beach users.
- **COMFORT** - Creating an environment that is always friendly and welcoming, particularly to pedestrians, through the development of public amenities that focus on comfort and security.

1.4 Executive Summary

The Master Plan created for Lauderdale-by-the-Sea provides the Town with a tool for maintaining characteristics and traits that have come to represent the community of Lauderdale-by-the-Sea. In achieving this objective, the Master Plan process was multi-faceted, including extensive community participation, an economic component and an implementation strategy to guide the successful realization of the community.

The Town is excited to present a strategy to develop a viable future for the Town of Lauderdale-by-the-Sea for the next 5 years, 10 years and beyond. The Plan captures the desired ambiance and spirit of the Town, offering approaches for new development and revitalization that are realistic and feasible, as well as progressive by today's standards.

The Master Plan for Lauderdale-by-the-Sea is based on the following multi-tiered approach:

Community Outreach

The Master Plan is truly a plan of the community - created by Town residents and community organizations. The planning process involved extensive public involvement from both the residential and business communities. A Steering Committee of twelve volunteers designated by the Town oversaw the development of the Plan, with the Consultant on five occasions over the ten-month planning process. Three public meetings were held at Jarvis Hall, with attendees offered the opportunity to identify opportunities and constraints, as well as projects. Two business surveys were also distributed to business owners in the Town on two separate occasions: one hand delivered by the Consultant and the second distributed through the Chamber of Commerce. Comments and input received from the Steering Committee, Town representatives and the general public were considered, and integrated, into the development of the Plan.

The Physical Component

The overall intent of the future physical design of the community is to create a destination, improve the character of the public realm and take advantage of the Town's waterfront location. The physical design makes the entire area more pedestrian friendly by improving streetscape design and adding pedestrian connections and linkages. The Town will also become more automobile-friendly by reducing the amount of parking onto busy roadways and establishing centralized parking nodes. Select sample streetscapes have been included in detail for future consideration by the Town in the Master Plan and can be used as a blueprint as enhancements are completed. The physical concept for the Town of Lauderdale-by-the-Sea is developed around a three-pronged approach: the Town Center, the Waterfront Center and the Community Center. Recommended developments and revitalization efforts are located within these three "nodes".

Town Center

The Town Center is focused along the existing commercial development on Commercial Boulevard and creates a commercial and service oriented destination in the Town. Pedestrian and streetscape amenities, such as landscaping, bike lanes, a pedestrian promenade stretching from Commercial Boulevard to the beach, reimagined historic Main Street design (traditional Main Street) and high-quality stores and businesses will help to revitalize Commercial Boulevard and establish a commercial center that the Town can be proud of.

Waterfront Center

The Waterfront Center is centered in the vicinity of the foot of Commercial Boulevard, the beach and has played an integral role in creating an image of Lauderdale-by-the-Sea. The Waterfront Center will be the Town's biggest attraction, with a signature Barrier Island Interpretive Center, a dive shop, a pedestrian promenade, an Underwater Park that enhances the educational and recreational value of the coral reef system.

Community Center

The Community Center is the area including the existing Town Hall site, the Municipal Park and beach. The Community Center will become the focal point of community events and an expanded complex will serve as the Town's municipal center. The physical design for El Prado will make the waterfront destination in the Town and will be the location for large-scale community events, a recreation area for day-to-day activities.

The Economic Component

In the simplest terms, the economic component for the Town is to offer more QUALITY retail to residents and visitors, as opposed to merely more quantity. Existing commercial buildings are occupied, but those that are vacant are appropriately sized for the new specialty stores and "retail" can feasibly thrive in the area. New retail opportunities could take the form of eating and drinking, a bar, a book store, specialty home furnishings, a day spa and personal health and beauty care products.

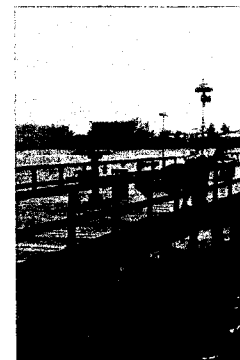
Implementation Strategy

Implementing the Town Master Plan is the most crucial element of the planning process. Implementing the Plan will take time, however there are steps that can be accomplished immediately and subsequently taken at different times along the way. The Town is ultimately the primary force behind the implementation and final approval of all projects recommended in the Master Plan lie with the Town. In order to determine what projects should be completed first, and how those projects may be funded, the plan is broken down into manageable "small-scale" projects, and tied to potential funding sources, has been included in the Master Plan document.

2.0 Project Context

2.1 Overview of Lauderdale-by-the-Sea

The Town of Lauderdale-by-the-Sea is a picturesque waterfront community that has successfully preserved its charm and small-town appeal, even in the midst of unprecedented growth, development and modernization that has occurred in communities adjacent to the Town, and throughout the State of Florida. The Town is locally and regionally known for its fishing pier, which extends close to 900 feet into the Atlantic Ocean and is further recognized as the "Scuba Diving Capital of South Florida", due to the presence of an exceptional three-tiered, living coral reef system. The first reef, just 100 yards from the shore, is the closest living reef to any shore in the entire United States.



The Town's fa

Located on a barrier island in the Atlantic Ocean, Lauderdale-by-the-Sea is situated in Broward County, Florida. The Town is opportunely located approximately thirty miles from two of Florida's most renowned cities - Miami to the south and Fort Lauderdale to the north. The Town is directly bordered by the City of Fort Lauderdale to the south, the City of Miami Beach to the north, the Intracoastal Waterway to the West and the Atlantic Ocean to the East. With a total area of coverage of .98 square miles, or approximately 627 acres, Lauderdale-by-the-Sea runs approximately one-half mile north to south and one-half mile from the Intracoastal Waterway to the Ocean.

The Town has grown considerably in size since 1997 when the Town underwent its first annexation, adding approximately 477 year-round Town residents and 24 acres of land. The annexation included the obtainment of the Sea Ranch Club Condominiums and the Sea Ranch North Condominiums, which bordered the northern limits of the Town. The annexation added approximately 477 year-round Town residents and 24 acres of land.

A second annexation, completed in 2001, almost doubled both the size and population of the Town of Lauderdale-by-the-Sea. This annexation included the addition of three residential areas, Bel-Aire, Terra Mar Island, and the A1A Area, as properties fronting on the east and west sides of A1A up to the border of Pompano Beach. The A1A Area annexation, as it is referred, added approximately 263 acres and 2,936 year-round residents. The town's boundaries were further extended in 2002 when the Florida State Legislature extended the eastern boundary of the town five miles into the Atlantic Ocean. This extended boundary corresponds with the Broward County and Miami-Dade County jurisdictional boundaries. Land in Lauderdale-by-the-Sea is a highly desirable commodity, as 99.5% is developed, leaving only three acres of undeveloped land currently available throughout the town.

2.2 A Brief History of the Town

The origins of the Town of Lauderdale-by-the-Sea can be traced back to 1924, when Melvin A. Anglin decided that oceanfront land was the most desirable place for him and his family to plant their roots. The land on which the town now sits was once a freshwater swamp with semi-tropical vegetation and wildlife that ranged from alligators to mosquitoes. The ecology of the land was dramatically changed from its original condition with the draining of the wetlands and the completion of the construction of the Intracoastal Waterway. Mangroves gradually replaced the freshwater vegetation and the innovative and enterprising settlers that were making their way through the area began to develop the waterfront property.¹ The Florida real estate boom of the early 20th Century was in full swing by 1920.

In 1924, the vision for Lauderdale-by-the-Sea was one step closer to becoming a reality, as William F. Morang, an enterprising real estate company, platted the area from the ocean to Poinciana Street, and later added a road way to the Intracoastal. Morang was platting subdivisions in Fort Lauderdale at this time and likely saw the potential for a subdivision named "Lauderdale-by-the-Sea". W. F. Morang & Sons went bankrupt in 1929, with the property passing to a visionary by the name of Melvin Anglin. After accidentally stumbling onto the yet undeveloped land, Melvin Anglin decided to buy the land by-the-Sea and declaring it the "best piece of oceanfront property around", Melvin Anglin decided he would develop it as a Town and supplied the finances to begin the actual development of Lauderdale-by-the-Sea. On Christmas Day, 1924, Melvin, his wife and their two sons became the first residents of Lauderdale-by-the-Sea.²

The prosperity of the Town was short-lived, however, due in part to the Great Depression that was striding across the United States. In 1933 the Town went bankrupt and the Town Charter was revoked, although the town's name remained.

¹ "Lauderdale-by-the-Sea, A Living History".

² Ibid.

as an independent municipality. Lauderdale-by-the-Sea reverted to unincorporated status and of Broward County until a new Town charter was instituted in 1947 - the Town's official birthdate. The Town evolved and grew through the years, with members of the Demko family (Mr. Anglin's daughter) buying onto the most sought after properties and selling or leasing other properties throughout the Town. The prominent built structures in the Town, the pier, was originally built and rebuilt by Anglin and is that currently is under a 99-year lease. Completed in 1941 and rebuilt in 1963, the Pier was, and is, a southern Florida fishing destination that also serves as a regional attraction and recreational landmark.

The Anglin family was not the only family to leave its mark on the sunny Town of Lauderdale-by-the-Sea. One of the very early families to settle and make history in the Town was the Friedt family, which stumbled onto the Town in 1938, buying the Villa Serena property at the corner of El Prado and EL Mar Drive. It was Friedt who gave the Town its new beginning in 1947 by securing the present charter. With growing numbers of families hoping to spend time in the Town with the Friedt family, they developed a series of tourist accommodations on the land, leaving the land which is now known as El Prado, vacant.³ El Prado was required to remain vacant as part of the public domain that was ensured by Melvin Anglin.

While the Anglin and Friedt families were developing and making their mark on the Town, other families were developing low-rise tourist accommodations, apartments and private homes along the waterfront from Poinciana Street. Larger, more elaborate homes were simultaneously being constructed from Poinciana Street to the Intracoastal Waterway. Physical development correlated with community development in the Town as residents began to organize into special interest groups for companionship and entertainment. Some of the early civic clubs including, but not limited to, the Women's Club, Kiwanis, Property Owners Association and Volunteer Fire Department.⁴

³ Ibid.

⁴ Ibid.

The Town has continued to grow and flourish through the 20th Century. Today, in addition to the boundless opportunities, tourist accommodations and residential units, the Town offers residents and visitors a variety of restaurants, over fifty retail sales establishments and general services, such as a gas station, travel agency, dry cleaners and beauty parlors, to name a few. Even with a busy tourist season, from late December through the Town has successfully managed to maintain its old-Town charm and serenity, even amidst the development activity that surrounds it. The Town, its lifelong residents and its newcomers are aware that time brings change, but remain firm and united that the unique quality-of-life and character of the Town should be preserved, and at the moment Melvin Anglin set foot on the ground and declared the Town the most beautiful waterfront.

2.3 Existing Planning and Design Documents

The creation of this Master Plan is not the first planning and design document created for the the-Sea, but is a culmination of visions and ideas that have been planted through the years for the Town under other initiatives. Below is a summary of recently completed studies that were in the development of the *Plan for the Future: A Master Plan for the Community*.

Beach Management Area

The Public Beach Area is the most recognizable natural resource in the Town. In an effort to protect a strip of beach within the Town, the Florida Department of Environmental Protection, Broward County and Lauderdale-by-the-Sea established a Beach Management Area in 1997 that runs from the southern to northern Town limits. The Beach Management Area includes designated safe areas for sunbathing and swimming offshore reef by prohibiting watercraft. The safe area, as determined in the Beach Management Plan, is 600 feet offshore and is marked by buoys that are placed approximately 600 feet apart.

Community Visioning Plan for the Town of Lauderdale-by-the-Sea

Working with the Florida Atlantic School of Architecture and Department of Urban and Regional Planning, the Joint Center for Environmental and Urban Problems, the Florida Institute of Government and the Florida Department of Conservation of Architectural and Cultural Heritage, the Town undertook a citizen participation process to reach a common consensus for the design of the community as changes were likely to occur. The Plan includes design sketches for the community that took into considerations such as transportation, circulation, and character and streetscapes.

Community-Wide Design Standards

In the 1980's the Town considered the development of community design standards to create a cohesive standard in the Town. The design documents prepared in conjunction with the community design standards redevelopment schemes and the beautification of the Town, as well as the development of a pedestrian parking structure.

Comprehensive Plan

The Town of Lauderdale-by-the-Sea adopted their most recent Comprehensive Plan on February 11, 2003. The Comprehensive Plan was completed as an update to the Town's first Comprehensive Plan that was adopted in 1971. Subsequent updates were completed in 1989 and 1993. The major distinction between the 1993 and 2003 Comprehensive Plans is the newest update (2003) includes information pertaining to the areas annexed in 1997 and 2001.

Revitalization Redevelopment Plan

In 1998 and 1999, a Revitalization Redevelopment Plan was completed for the Town by Walter H. Keller, a planning consultant. The Revitalization Plan included an Existing Conditions Analysis, a graphic Redevelopment Plan, and a list of recommendations. The plan included and noted the development of design-themed districts and general improvements and Plan Implementation Strategies and Cost Estimates.

Zoning Code

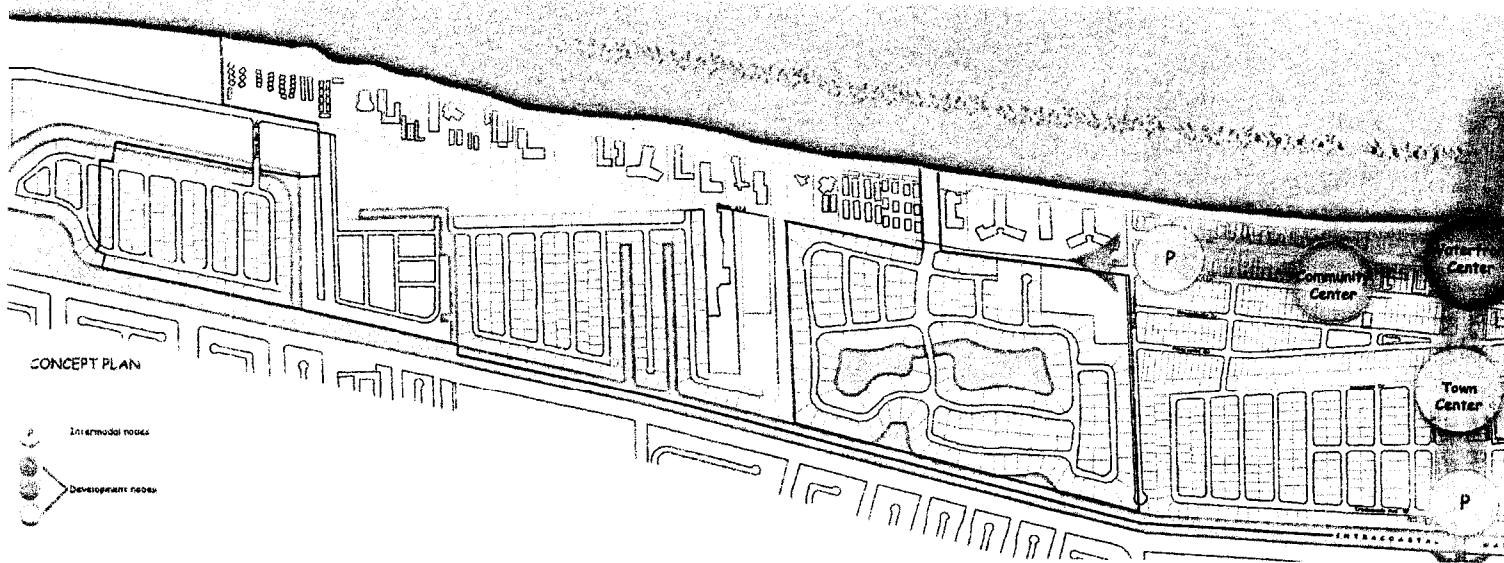
The Town is currently working on revising and updating their current Zoning Code based on recommendations contained within the Comprehensive Plan. The State of Florida law requires zoning codes to be consistent with future land use designations identified in the Comprehensive Plan and therefore, the adoption of the Comprehensive Plan in 2003 led to the need to update the Zoning Code, based on that Plan, new issues, and future annexations.

3.0 The Physical Plan

3.1 Design Concepts and Themes

The Concept Plan for the Town of Lauderdale-by-the-Sea is based on creating, and linking, nodes of the Town, primarily along the major circulation routes of State Route A1A and Commercial Boulevard. These roadways create a "T" in the Town, upon which development is focused. The Concept focuses on creating parking nodes at the ends of the "T", which will service the three development nodes, namely the Community Center, the Waterfront Center and the Town Center. The beach and the pier are prominent features within the Town.

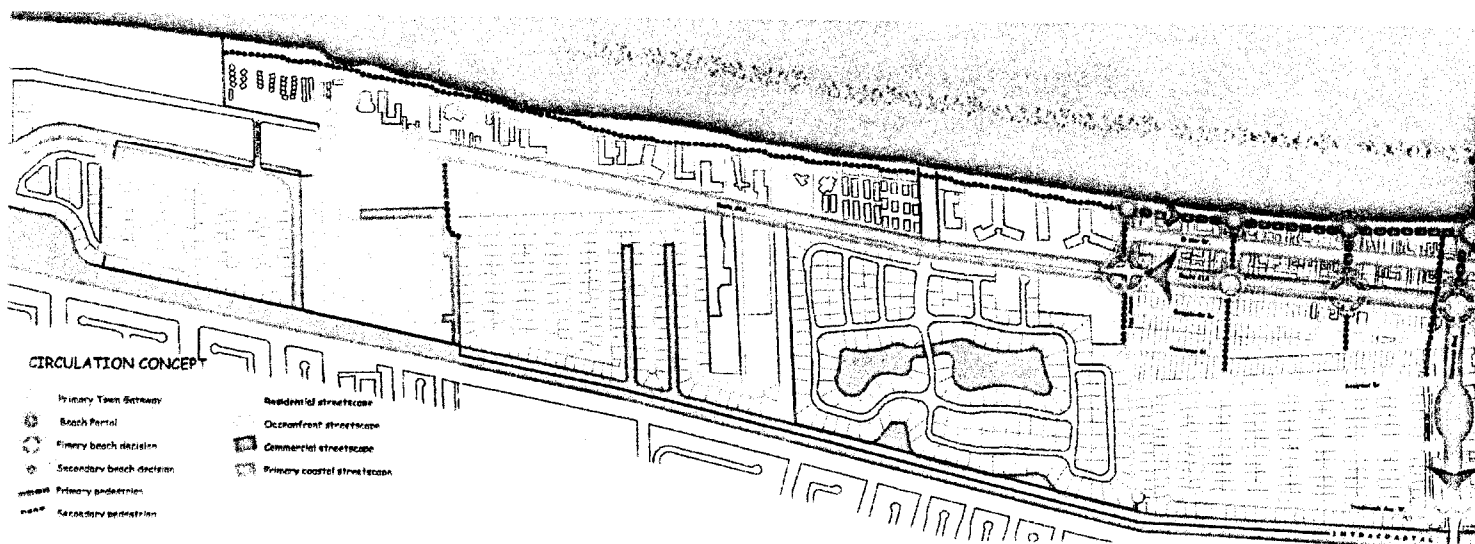
Figure 3-1 Concept Plan
Town of Lauderdale-by-the-Sea



3.2 Circulation and Gateway Enhancements

Circulation and transportation are two of the most notable issues in the Town of Lauderdale-by-the-Sea closely reviewed, considered and analyzed for the Master Plan process. Deficiencies were noted in respect to adequate pedestrian circulation and beach access, and thus improvements and enhancements were added into the Master Plan. The proposed circulation improvements are identified on the following graph:

Figure 3-2 Circulation Concept Plan
Town of Lauderdale-by-the-Sea

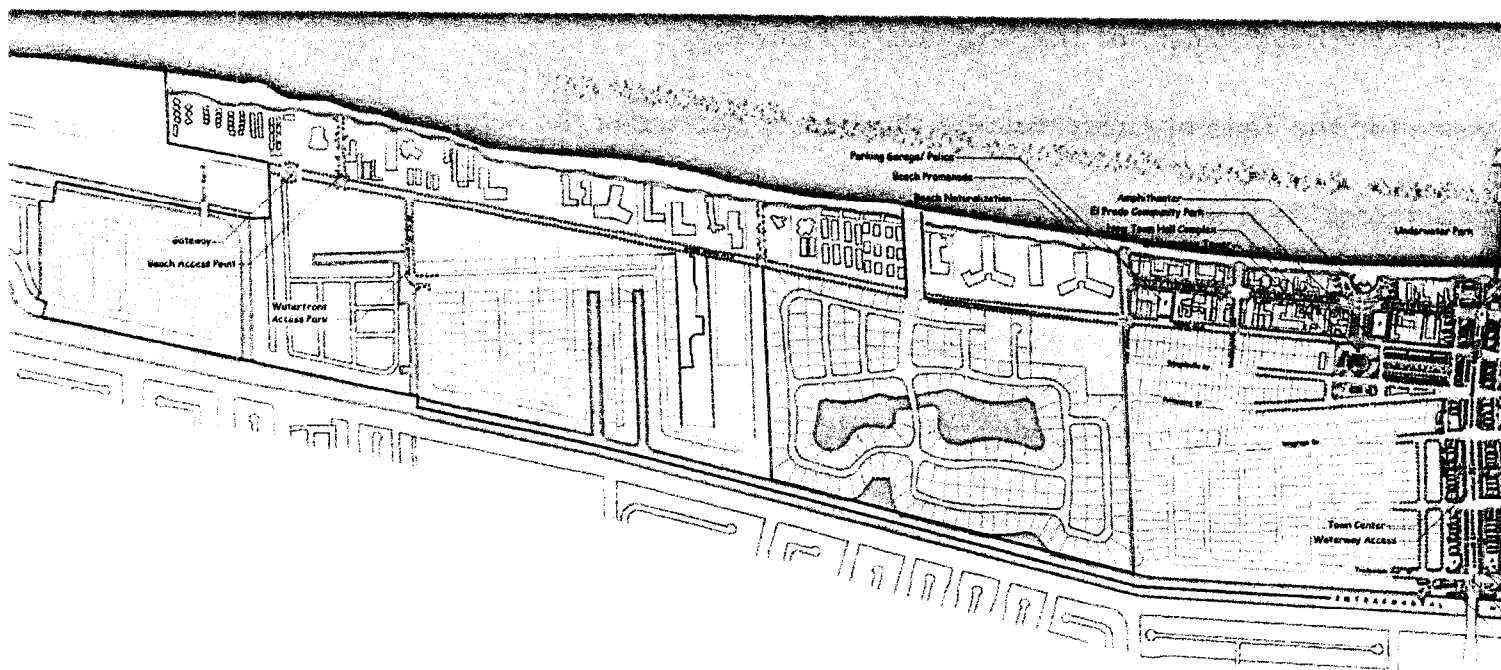


The Circulation Concept Plan focuses on providing beach access by way of a beachfront promenade and developing key gateways and decision-making points, strengthening pedestrian maneuverability corridors, developing new pedestrian connectors between inland areas and the ocean at regular intervals, reducing congestion and improving traffic flow and orientating parks and beach portals at desirable locations.

3.3 Town Master Plan

The concept of developing a high-end destination with local appeal, and an attractive product, is the physical Town Master Plan for the community of Lauderdale-by-the-Sea. The Master Plan lays out the future design and evolution of the physical development of the Town over the next 2, 5, 10 years.

Figure 3-3 Concept Master Plan
Town of Lauderdale-by-the-Sea



The Master Plan focuses on re-creating the Town as both a destination and a livable community, with everyday amenities and features. The projects integrated into the design of the Town Master Plan are feasible and sensible for the community to consider. They build on the existing, and desired character, allowing the community to maintain its desirable attributes, while allowing for new development that improves the quality-of-life for residents and visitors.

The Master Plan has not been created in a vacuum - Town officials, area residents, local business owners have had the opportunity to provide their insights and input at numerous times throughout the process. Compiled, and combined, with land use potentials and economic data, the public input received throughout the period largely contributed to the development of the final Master Plan design.

The overall image and vision for the Town of Lauderdale-by-the-Sea, as defined in the Master Plan, includes:

- Creating a "special place" that is appealing to all ages, incomes and social groups
- Maintaining the unique qualities and characteristics that make the Town distinctive
- Celebrating the Town's history and evolution from the 1920's to the 1950's to today
- Building on three signature focal points - the beach, Town hall and the "downtown"
- Improving pedestrian connections and linkages
- Reducing traffic impacts and improving parking potentials

The following section describes the projects and improvements recommended as part of the Lauderdale-by-the-Sea Town Master Plan.

3.3.1 Destination Developments

Basin Drive Promenade

An enhanced Basin Drive is recommended to create a secondary waterfront retail destination. Drive will become a public, pedestrian-oriented route and access to the Silver Shores Waterway for the development of a Waterway Promenade and transient boat dockage. Small, portable racks will be erected along the roadway to allow for additional retail opportunities. The rear facades of buildings along Commercial Boulevard should be enhanced with pedestrian scale features, such as awnings, porches, lighting and signage. Street furniture and amenities should have a maritime character, building to the Silver Shores Waterway. The successful implementation of recommendations for Basin Drive will create a strong, east-west pedestrian linkage from the Intracoastal Waterway, across to the

Commercial Boulevard Pedestrian Mall

The developments at the eastern foot of Commercial Boulevard can be divided into two major components. The first is the actual closing of the street, from State Route A1A east to the beach, from vehicle travel to retail establishments and restaurants. Additionally, street furniture and amenities will be enhanced to a human scale for users, positively influencing the experience of the public realm and improving safety for all users. A signature fountain and additional seating and "gathering" areas would create a focal node at the intersection of Commercial Boulevard and El Mar Drive.

The second development focus is the creation of the Barrier Island Interpretive Center, which will be a catalyst for redevelopment and revitalization in Lauderdale-by-the-Sea. The Barrier Island Interpretive Center will include a dive center, welcome center, diver access area, enhanced public facilities and an interpretive

educational facility, will be a "signature" development that the Town will be identified with. Interpretive Center could be a large-scale tourist draw that builds on the Town's existing three-tiered coral reef system. On the waterside, the Barrier Island Interpretive Center Underwater Park, which would further accentuate and highlight the natural attributes of the redevelopment of the Pier, already a distinguishable feature in the Town, would be an extension of the Barrier Island Interpretive Center project. The Pier would function in its current capacity as a site for birdwatching, but could be expanded to include direct water access for divers and the development of a refreshment stand and interpretive stations for educational and recreational purposes.

El Prado Civic Park

El Prado should be developed as a distinguishable community gathering area and civic space, visually, physically and psychologically - an expanded Town Hall Complex directly to the ocean with a 1920's theme, would include a grand pedestrian promenade, tree lined and shaded for shade. The development of El Prado would create a second waterfront anchor in the Town, which would be the Barrier Island Interpretive Center and Pier, directly to the south. The focus of the El Prado waterfront, open amphitheater that could host large-scale community events and festivals. The construction materials and design of the amphitheater would allow it to be accessible to all. It would include a connection to the Beach Promenade. The amphitheater would be flanked by small public amenities, such as restrooms, and would include integrated furniture and site amenities such as lighting, banners, fountains and a splash pad.

Fountain Park and Tourism Center

We have proposed an expansion of the existing Chamber of Commerce building to include an Tourism Center and a Fountain Park. The Park, to be developed in the grass median to the south of the building, would include the incorporation of a series of fountains, as well as benches and landscaping. The Park would become a trademark of the Town of Lauderdale-by-the-Sea, as they are incorporated into the town's streetscapes and destinations. Currently there is an awkward road closing at the intersection of State Route A1A - in order to accommodate the Fountain Park design, the roadway would be widened up for direct vehicular access.

Town Hall Complex

The Town is currently in the process of considering the redesign and expansion of the existing Town Hall space. A new design for the Town Hall Complex has been proposed to include two buildings with a courtyard in the middle that provides for a continuous view from the Municipal Park directly down to the Town Drive. The Town Hall Complex would include a prominent feature to signify the importance of the Town, an Observation Tower. The Town Hall Complex would include, in addition to the Town Hall, a community center, a senior center and meeting rooms available for use by Town groups and organizations.

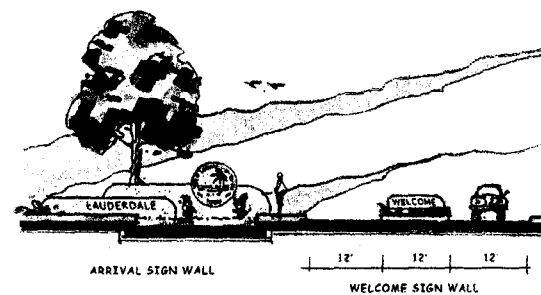
Waterfront Access Park

In an effort to create more "neighborhood" amenities, we have proposed a Waterfront Access Park in the northern residential area of the Town, along the water, at the corner of SE 15th Street. The park would include a waterfront promenade, transient boat dockage and a small park with seating areas. The Waterfront Access Park would service residents from surrounding residential neighborhoods and would provide a direct route from the residential neighborhood to the Intracoastal Waterway.

3.3.2 Gateways

Arrival Gateways

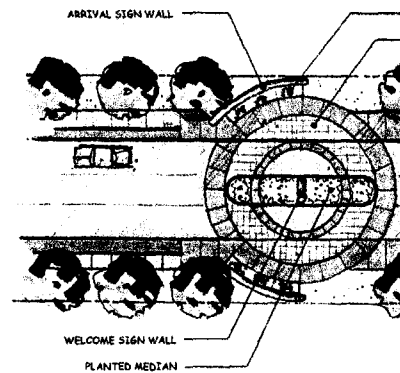
In order to announce one's arrival into the Town, we have proposed the construction of "signature" arrival gateways at the major northern, southern and western entrances into the Town. The northern and southern arrival gateways would be located at either end of State Route A1A, and the arrival gateway from the west would be located at the intersection of Commercial Boulevard and Tradewinds Avenue. The arrival gateways would be defined by specialty paving and would include a center median, bold landscaping and plantings, lighting and signature features. Signature features, designed to be at an oceanfront location, would include low horizontal walls integrating the Town name and logo and which would draw reference to the fountain courtyards sprinkled throughout the Town.



Section View of Proposed Arrival Gateway

Secondary Gateways

Secondary gateways should be developed at major intersections and "decision-making" points in the Town of Lauderdale-by-the-Sea, including all intersections on State Route A1A south of Pine Avenue. These secondary gateways should be defined by specialty paving, alerting people that they have reached a significant location in the Town, announcing the presence of the ocean, leading people to the water and differentiating vehicular and pedestrian circulation.



Section View of Proposed Secondary Gateway

3.3.3 Streetscape Enhancements

El Mar Drive

El Mar Drive is the most easterly of all streets in the Town, which run parallel to the Atlantic Ocean. Maintaining the waterfront relationship and enhancing the unique qualities and attributes of the roadway are essential. As defined in further detail in Section 3.4 - Streetscape Concepts, El Mar Drive has been redesigned in a manner that caters to pedestrians, bicyclists and beach users, as opposed to the vehicle. The goal for El Mar Drive is to enhance the "ocean" experience and increase pedestrian interaction.



Enhancements on El Mar Drive include enforcing a building height of "3 over 1" to maintain a pedestrian scale, creating a single travel lane in each direction with a landscaped median, creating service lanes on each side of the road, creating an oceanside pedestrian promenade for a variety of users, adding street furniture and amenities and increasing landscaping to include shade trees. Design recommendations for El Mar Drive also strive to maintain regular sightlines from the roadway to the Atlantic Ocean and decreasing the amount of back-out parking.



Existing and Proposed

Land uses along El Mar Drive should remain similar to existing land uses along the roadway, with parcels being occupied by small-scale motels and resorts. In order to maintain the desirable street, as well as the Town as a whole, residential townhouse developments should be limited and high-end resort and motel establishments should be actively pursued.

Commercial Boulevard

Enhancements proposed for Commercial Boulevard aim to create an identifiable "downtown" with a high-end, contemporary design quality. The vision for Commercial Boulevard is for that road to be a retail and service destination, not only for local consumers, but for the region and tourist community. Enhancements to Commercial Boulevard would focus on creating a sustainable commercial environment that is friendly and welcoming for those coming by car, foot or public transit. Development should reinforce the roadway and provide a strong connection to the beach.

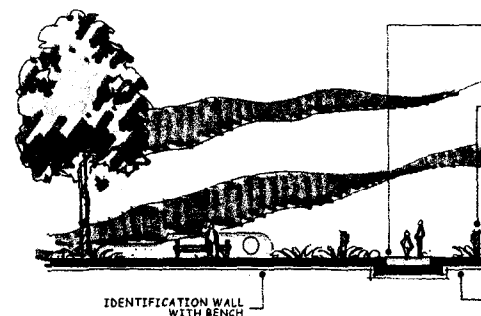
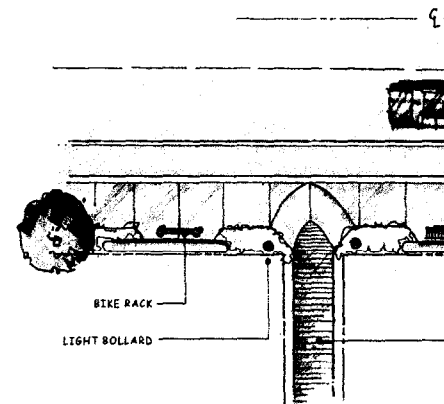
New development on Commercial Boulevard, west of State Route A1A, should be limited to a maximum of three stories, with a minimum building height of 2 $\frac{1}{2}$ stories. Development could be guided through the use of design standards, in order to create the desirable design character envisioned for the public space. Buildings would remain setback from the road, in order to allow for a grand pedestrian promenade from the Boulevard Bridge east to the beach. Additional recommendations for the physical design of the streetscape are detailed in Section 3.4 - Streetscape Concepts.

3.3.4 Pedestrian Circulation

Beach Access Points

Enhanced beach access points in the northern, annexed area of the Town are recommended to increase public awareness that the beach, and Ocean, are just a few steps away from the hustle and bustle of A1A. The enhanced beach access points will clearly define where one can enter to gain beach entry, even when there is no visual connection to the oceanfront. The enhanced beach access points would integrate low level light bollards along the entire path, street furniture, signage and low seat walls at its connection with the street. All amenities integrated at, and along, the beach access routes would be designed in a maritime theme to capture the waterfront quality. Ideally, the beach access points and linkages would be constructed in conjunction with the Beach Promenade, and would be considered as an extension to the continuous Promenade.

Beach portals in the southern area of the Town, located at the beach terminus of all east-west roadways, should all be developed in a more pronounced and identifiable manner, with different design styles used for each. However, the design of all the portals should incorporate natural features and have a "beach" feeling, in order to promote the existing environment.



Sample Plan and Section Views of Proposed Beach Access Point

Beach Promenade

The Beach Promenade is designed to create a continuous waterfront, pedestrian connection from the southern boundary of the Town to the northern boundary. The Beach Promenade would be handicap accessible, ensuring it is usable by one and all, thus creating beach access potentials for those not typically able to enjoy the unique scenic and recreational qualities offered in a beach environment. The Promenade would be a unique development for the Town, and the only one of its kind in this area of the state. Over time, the Promenade would become a recognizable symbol of Lauderdale-by-the-Sea, which could be integrated into the Town's future marketing and promotion endeavors.



View of

The Promenade would function as more than a pedestrian route, however. The Beach Promenade would also serve as both an environmental feature and an educational tool. Development of the Promenade would incorporate dune restoration, shoreline protection features and special elements to promote the maintenance and safety of sea turtle habitats. Interpretive stations, with Braille locators, educational posters, hands-on activities and identification signs would also be located at regular intervals along the entire length of the Beach Promenade.



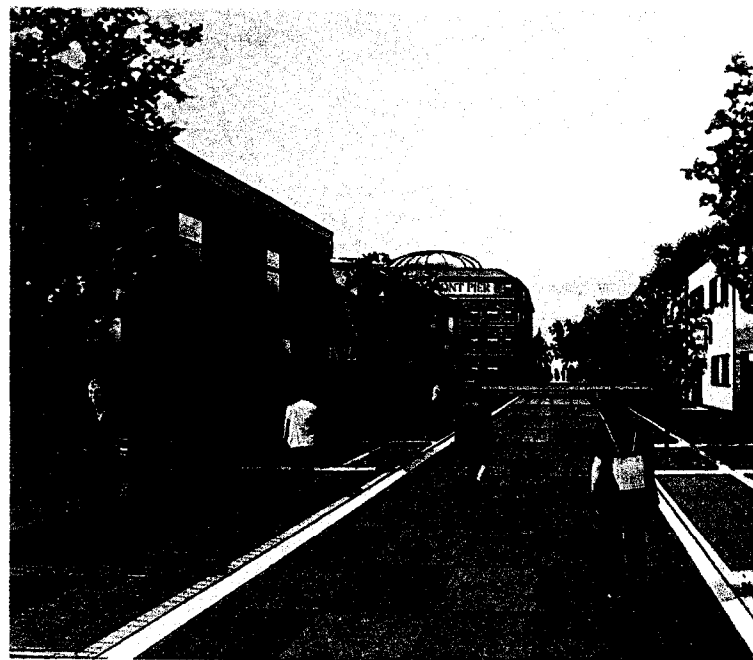
View of Beach after construction of the Beach Promenade

Pedestrian Alleys

Pedestrian alleys could be developed and strengthened in the Town in an effort to increase the number of pedestrian linkages in Lauderdale-by-the-Sea. The pedestrian alleys could provide existing business owners with additional access opportunities, as rear facades and entries would become more visible and accessible spaces. Currently many existing alleys are used primarily for garbage disposal and cut-through traffic. These alleys would benefit from enhanced amenities, including a defined pedestrian strip, banners, lights, and street furniture. Public enhancements of these alleyways would help to increase the value of properties abutting the alleys, and encourage future private investment from adjacent properties.



View of existing conditions along Alleyway



View of Alleyway with proposed improvements

Waterway Promenade

Waterway Promenades have been proposed at various locations within the Town. Future sites for Waterway Promenades include along the Intracoastal Waterway, the Silver Shores Waterway and along the northern part of the Town. The intent of the Promenade is to increase pedestrian access to and distinguish the water bodies in the Town as destinations for leisure activities and enjoying the natural qualities of the waterways. Waterway Promenades are designed to be narrow (approximately 10 feet wide) pedestrian only decks attached to the edge of the Silver Shores Waterway and the Intracoastal Waterway. A design feasibility study would need to be completed to determine exact size of the walkway and building specifications.

3.3.5 Multi-Modal Transportation Developments

A number of projects have been proposed in the Town that focus on simplifying and improving access opportunities for a variety of transportation users. These projects are explained in further detail below.

Intermodal Center

An Intermodal Transportation Center has been proposed at the foot of the Commercial Boulevard corner of Tradewinds Avenue and the south side of Commercial Boulevard. The Intermodal Center would be a multi-level parking garage and would serve as a hub for ground-based public transportation services. A bus turnaround would be included in the design of the Intermodal Transportation Center. The Intermodal Center would also, ideally, function as the main office for the water taxi service, including a box office where users could obtain schedule information and buy tickets. The water taxi dock would be located across the eastern side of the Intracoastal Waterway. The proposed water taxi would require the continuation of the existing Fort Lauderdale water taxi service or a new provider to create water taxi service in the Town.

Parking Garages

Parking garages have been proposed at three locations in the Town, with all proposed sites accessible from the east side of State Route A1A and the west side of El Mar Drive. The proposed parking garages would be located at the site of the existing Clarion hotel parking lot, adjacent to El Prado in the vicinity of Town Hall and the existing Holiday Inn hotel parking lot. All of the proposed parking garages would have a maximum of three stories and would include design details, such as setbacks and landscaped decks, to ensure compatibility amidst surrounding land uses. The northern and southern most parking garages, located near the Clarion hotel respectively, would also house the Town's emergency services, including police, fire, and emergency medical services. The location in the parking garages would provide access directly onto the Town's major north-south corridor, A1A, which would allow for quick and easy access to other locations and neighborhoods in Lauderdale-by-the-Sea.

3.4 Streetscape Concepts and Area Plans

Specific design and character criteria have been established for designated locations in the Town of Lauderdale-by-the-Sea. These streetscapes and planning areas were determined at the on-set of the planning process, based on the need for redevelopment and revitalization, and their prominence in the Town. Design and character criteria have been established for:

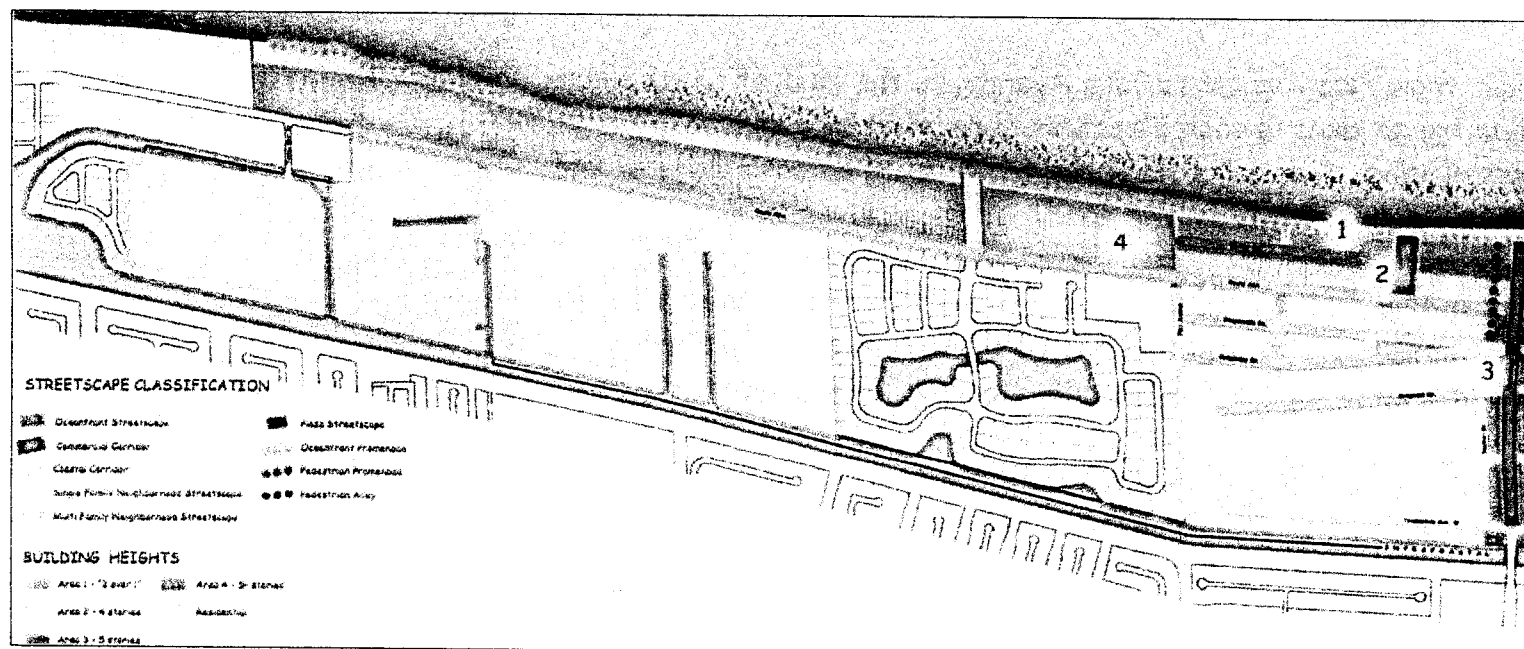
- Oceanfront Streetscape (El Mar Drive)
- Commercial Corridor Streetscape (Commercial Boulevard)
- Coastal Corridor Streetscapes (State Route A1A)
- Single-Family Neighborhood Streetscape
- Multi-Family Neighborhood Streetscape
- Plaza Streetscape (El Prado)
- Oceanfront Promenade (Beach Boulevard)
- Pedestrian Promenade (Basin Road)
- Pedestrian Alley

Included in the following section are both general and specific design criteria for each planning area. This section provides an overview of existing conditions, design principles that serve as the basis for the design language, and the design language that resulted from the design process. The design language is broken into design criteria for both building design (building form, signage) and streetscapes (street furniture, lighting, paving). In addition to the design language for each planning area, there are a number of design criteria that should be applied to ALL future development. These general design language guidelines include:

- Assurance that all development occurs in an environmentally efficient manner, to the greatest extent possible
- Accessibility, for all ages and users, should be encouraged (ie. handicap accessibility, Braille, etc.)
- Recycling receptacles should be integrated into all developments, and should be designed in a way that is consistent with the style recommended for that planning area
- Solar lighting should be integrated to the greatest extent possible
- Shade trees should be planted along all streetscapes and within community gathering areas to provide relief from the sun and heat, for pedestrians

The figure shown below graphically identifies the location of each of the streetscape classifications in further detail in this section of the Town Master Plan. Also portrayed on this figure are all proposed for the Town of Lauderdale-by-the-Sea.

Figure 3-4 Streetscape Classification and Proposed Building Height Plan
Town of Lauderdale-by-the-Sea



3.4.1 Oceanfront Streetscape

The Oceanfront Streetscape concepts apply to waterfront roadways that have a strong visual, physical and psychological relationship to a major water feature, such as the Atlantic Ocean. In Lauderdale-by-the-Sea, an Oceanfront Streetscape would include El Mar Drive, which is the most easterly parallel roadway that runs along the beach.

El Mar Drive runs from Pine Avenue to Palm Avenue, to the east of State Route A1A, and has two travel lanes in each direction, separated by a minimally landscaped grass median. Sidewalks flank the travel lanes on both sides of the road, but are poorly delineated from the roadways themselves, and are not wide enough to provide adequate passage for a variety of users, including walkers, joggers, in-line skaters and bicyclists. The lack of delineation between pedestrian and vehicular routes, and the lack of shade trees, creates the perception of an uncomfortable and unfriendly streetscape environment.

The design language for the Oceanfront Streetscape focuses on fostering a welcoming and secure pedestrian environment, while still allowing for optimal vehicular mobility, which services the existing, and future, businesses and residences.

Existing conditions along El Mar Drive



Oceanfront Streetscape Design Concepts

PROBLEMS

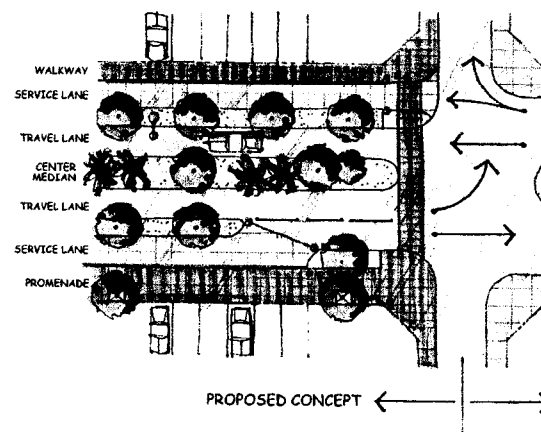
- Vehicle / pedestrian relationships
- Lack of tree cover and shade
- Lack of streetscape amenities
- Excessive back-out parking onto street

PRINCIPLES

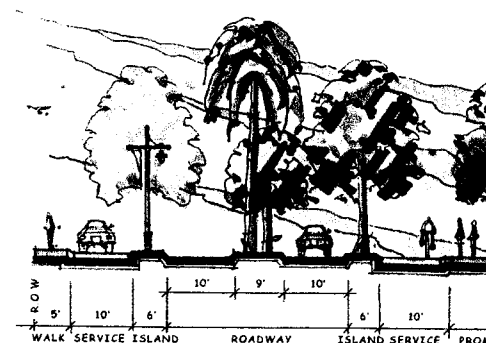
- Create a Mediterranean theme
- Enhance pedestrian experience and circulation
- Reduce impacts of back-out parking
- Preserve pedestrian scale of streets, with the street as a gathering place
- Reinforce relationship between street and oceanfront

PRODUCTS

- Two ten-foot travel lanes
- Two ten-foot service lanes, which can be used by bicyclists and in-line skaters
- A center, landscaped median dividing traffic lanes
- Landscaped medians between travel and service lanes that provide shade to pedestrians
- Fourteen-foot pedestrian promenade on the waterside, providing ample pedestrian movement
- Streetscape amenities, including pedestrian level lighting, benches and trash receptacles



Plan View of El Mar

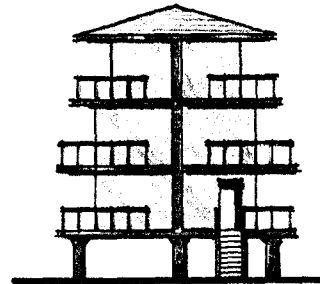


Section View of El Mar

Oceanfront Streetscape Design Language - Buildings

FORM

- Building heights should not exceed "3 over 1", or 44'-0"
- The ground plane of buildings should remain open to provide continuous visual access
- The roofline and top story of a building should be varied to create relief from the plane of the lower stories
- The width of buildings along the street should be less than their length and should be site located to preserve views of the ocean



Example of Var

FACADE

- Buildings should express a predominantly horizontal quality
- Primary facades should be designed to create a sense of enclosed outdoor space
- Windows should appear tall, to express a high ceiling, and should be accented / sun protected and projecting roof overhangs

FEATURES

- Garden courtyards should be created at primary public entrances and should be designed to include small fountains, sculpture, intricate paving and plantings
- Entrances should be articulated with seating and sun shelters
- Features such as airways, covered arcades, balconies and archways should be integrated into the building facade
- Signs attached to buildings should be projecting and perpendicular to the street, with a small scale

Oceanfront Streetscape Design Language - Streets

FIXTURES

- Light standards should be maritime style with decorative grill work and ground-wash base lights
- Luminaries should be mounted at a pedestrian height of approximately fifteen (15) feet
- Seasonal and event banners and flags should be integrated and supported from "mast" arms

FURNITURE

- All furniture should be maritime-style and of the same design "family"
- Furniture should be designed to recall recognizable maritime features - ie. shell and fish style benches
- Play tables and activity centers should be incorporated into the streetscape to draw people onto the beach
- Bench frequency should be located approximately every forty (40) feet on the eastern side of El Mar and every eighty (80) feet on the western side of El Mar

FEATURES

- Similar specialty paving should be used for the pedestrian promenade, sidewalks and service lanes
- Pavers should be smaller and laid in a more intricate pattern for promenades and sidewalks
- All tree planting outside of the center median should be formally organized and provide shade
- Beach side promenade should have frequent benches and sheltered gathering areas

Sample "maritime" style light standard.

3.4.2 Commercial Corridor Streetscape

Commercial Corridor streetscapes categorize those major roadways that provide access through, and to, community businesses and services. In Lauderdale-by-the-Sea, an example of a Commercial Corridor would be Commercial Boulevard. Commercial Boulevard runs in an east-west direction through the Town, providing access to the City of Fort Lauderdale to the west by means of the Commercial Boulevard Bridge.

Commercial Boulevard is identifiable by two travel lanes in each direction, with turning lanes at select intersections. The travel lanes are divided by a landscaped median and parallel, on-street parking flanks the travel lanes on each side of the street. There are sidewalks on each side of the road which are separated from the existing parking lots by a narrow planting strip, consisting of ground cover and palm trees. The relationship between vehicles and pedestrians and bicyclists is strained, as traffic moves at a fast pace along Commercial Boulevard, and there are few formal, well-defined pedestrian crosswalks.

The design language for Commercial Corridor streetscapes focuses on promoting a more balanced relationship between vehicles and pedestrians. Pedestrian circulation is currently less of a priority along Commercial Boulevard and the importance of a strong pedestrian circulation system, with related amenities, will be developed and encouraged in the design language.

Existing conditions along Commercial Boulevard



Commercial Corridor Design Concepts

PROBLEMS

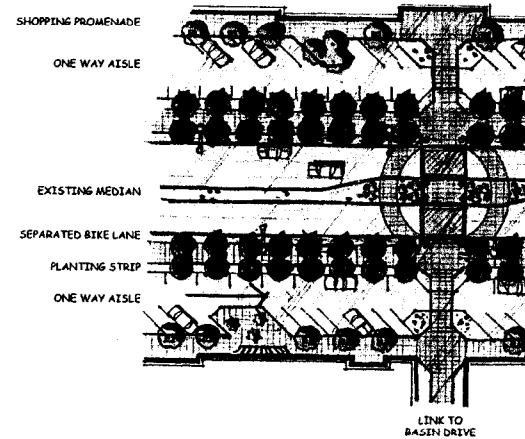
- Poor relationship between vehicles and pedestrians
- Excessive on-street parking
- Lack of continuity in building style and design
- Ambiguous relationship between street and businesses

PRINCIPLES

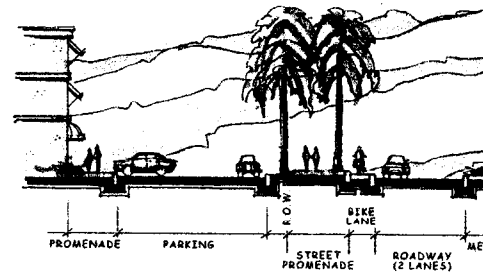
- Create a contemporary, high-end architectural theme
- Enhance the pedestrian circulation system
- Improve overall shopping experience and linkages
- Reduce impacts of vehicular circulation (volume/speed)
- Reduce visual and physical impacts of extensive asphalt
- Create grand pedestrian promenade / ceremonial approach to the ocean

PRODUCTS

- Two travel lanes in each direction
- Defined bike lanes
- Fourteen-foot, grand pedestrian promenade from Commercial Boulevard Bridge to Atlantic Ocean
- Secondary pedestrian promenade along building facades
- Integration of street trees and pedestrian amenities
- Organized parking areas for better business access



Plan View of Commercial Corridor



Section View of Commercial Corridor

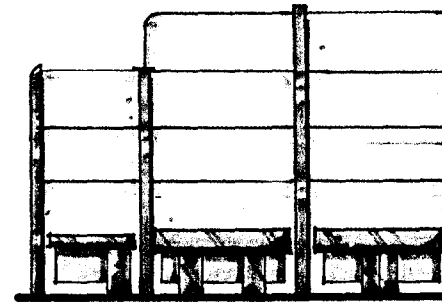
Commercial Corridor Design Language - Buildings

FORM

- Buildings should appear to be perpendicular to the street with a depth greater than the width
- Building heights should be a maximum of fifty-five (55) feet, or 5 stories
- Building heights should be a minimum of 2 $\frac{1}{2}$ stories
- Building plane should be broken approximately every 30'-0" to maintain a vertical building appearance

FACADE

- Facades should be designed to create an appearance of "Main Street" storefronts
- The setback of buildings should maintain sightlines to the ocean
- Materials should appear contemporary, machined and smooth textured, ie. steel pane, stucco, glass panels, glass block, terrazzo, chromed/painted steel and neon



Sample Store Front

FEATURES

- The ground floor of buildings should be predominantly glass (approximately 75%)
- Ground floors should be designed to provide protection from the sun with features such as awnings, etc.
- A variety of signs should be allowed, including the Art Deco eclectic style, back-lit and neon signs

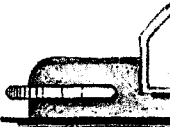
Commercial Corridor Design Language - Streets

FIXTURES

- Light standards should have a contemporary, ceremonial quality with limited detail
- Street lighting should consist of processional cantilevered luminaries (+ or - 30'-0"), pedestrian height luminaries for the ceremonial streetscape (+ or - 15'-0") and pedestrian height luminaries for the retail streetscape

FURNITURE

- Benches on processional streetscape should be approximately 50'-0" apart
- Benches on retail streetscape should be clustered
- All furniture should be contemporary in style and express a bold and simple design
- Steel pipe, tube and sheeting (perforated, slotted or mesh) should be used to create the contemporary style



Business
Corridor

FEATURES

- Specialty pavers with strong banding and patterning should be used in the grand promenade and crossings
- Low sign walls with store names should be integrated along the grand promenade and should exhibit a design style with a visual connection to street furniture
- Cycling lanes should be grade separated from the roadway with a curb and should be paved in a color
- The existing Royal Palm street trees should be supplemented with additional trees to create a canopy along the grand promenade
- Shade trees should be planted along store fronts and within parking areas

3.4.3 Coastal Corridor Streetscape

In Lauderdale-by-the-Sea, State Route A1A is the primary Coastal Corridor Streetscape - a major thoroughfare that provides access into, and around, the Town of Lauderdale-by-the-Sea. State Route A1A, known locally as Ocean Drive, runs in a north-south direction through the Town, providing access from Fort Lauderdale to the south and Pompano Beach to the north.

State Route A1A is defined by one travel lane in each direction, with turning lanes at select intersections. In the southern portion of the Town, near the Ft. Lauderdale border, the roadway expands to include two travel lanes in each direction. There are sidewalks on both sides of the roadway, as well as designated bike lanes. Vehicles tend to move at very high speeds along Ocean Drive, creating poor pedestrian/vehicle relationships along the roadway and at intersections and pedestrian crosswalks.

The design language for Coastal Corridor Streetscapes focuses on creating a more pedestrian friendly environment, through the integration of traffic calming measures and streetscape amenities. Reducing emphasis on the automobile, and creating a safer, more welcoming pedestrian environment on State Route A1A is a priority of the design language principles. The design language also strives to strengthen and enhance pedestrian connections to the northern areas of the Town.

Existing Conditions along State Route A1A (Ocean Drive)



Coastal Corridor Design Concepts

PROBLEMS

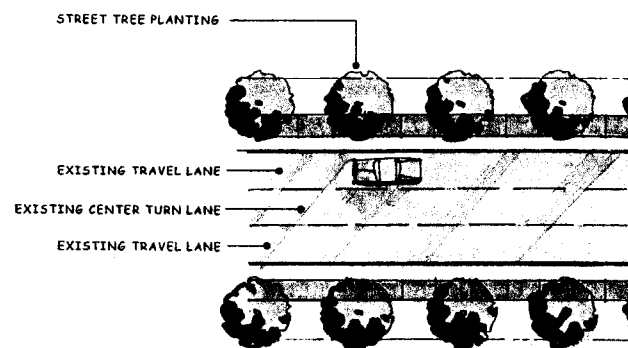
- Excessive travel speeds of vehicles
- Perception of unsafe intersections
- Poor relationship between vehicles and pedestrians
- Lack of tree cover and shade
- Lack of streetscape amenities
- Back-out parking from businesses to street

PRINCIPLES

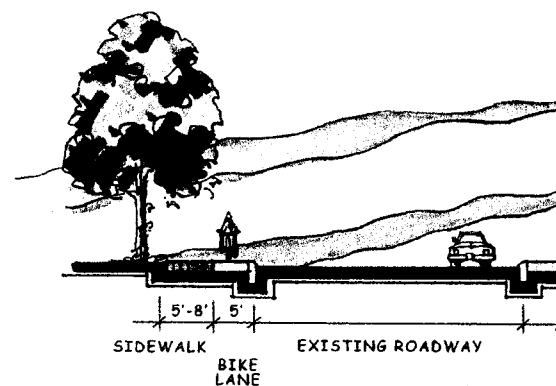
- Create a more pedestrian friendly streetscape
- Strengthen the relationship to the ocean
- Develop additional ocean access points
- Create the "feel" of a 1950's motel, vacation strip
- Create a unique, sequencing experience as one enters the Town from the north and south

PRODUCTS

- Clearly defined bike lane
- Two travel lanes, with a shared turning lane
- Additional street trees and landscaping
- Defined pedestrian sidewalks



Plan View of State Route



Section View of State Route

Coastal Corridor Design Language - Buildings (Core Area Only)

FORM

- Building height should be a maximum of forty-four (44) feet, or 4 stories
- Buildings should be designed to capture the simple and streamlined design form of the 1950's
- Buildings should appear perpendicular to the street with a depth greater than the width at street level
- Buildings should have flat rooflines

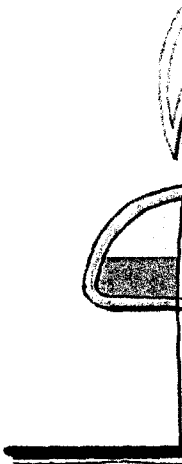
FAÇADE

- Buildings should express a predominantly horizontal quality with vertical elements and rounded corners
- Facades should generally have a flat quality with little ornament or decoration
- Windows should create a strong pattern and geometry and be horizontal in nature
- Materials should be stucco, glass block and architectural block

FEATURES

- Window coverage should be approximately 50% of building façade on the ground floor
- Signs should have graphic quality, flush to the building, rear illuminated

Sample Signage along State Route A1A



Coastal Corridor Design Language - Streets

FIXTURES

- Light standards should have a contemporary quality
- Light standards should be enhanced with signature neon features
- Detail and ornament should be minimal

FURNITURE

- All furniture should be contemporary in style and express a bold and simple design quality
- Benches should be located every 100'-0" along the street
- Bench design should mimic a 1950's car seat

FEATURES

- Sidewalks should be as wide as space permits in the Core Area (directly north and south of Commercial Boulevard)
- Cycling lanes should be grade separated from the roadway with a curb and should be paved in a contrasting color to the sidewalk
- Shade trees should be planted along the street where space permits

Sample Bench along State Route A

3.4.4 Single-Family Neighborhood Streetscape

Neighborhood Streetscapes are those roadways that meander through single-family residential neighborhoods in the Town of Lauderdale-by-the-Sea. Single-Family Neighborhood Streetscapes in the Town include Trade Winds Avenue, Lombardy Avenue, Codrington Drive and Hibiscus Avenue, to name a few. Single-Family Neighborhood Streetscapes are found in both the northern and southern areas of the Town.

These Neighborhood Streetscapes are generally two-lane roadways, with one-travel lane in each direction. Some residential streets have defined bike lanes, while the majority of others do not. Additionally, the majority of single-family residential streets do not have sidewalks. Landscaping on residential streets varies, from heavily landscaped and shaded to minimal landscaping.

The design principles for the Single-Family Neighborhood Streetscapes strive to create residential neighborhoods that are comfortable and usable by walkers and other non-motorized modes of transportation. Infrastructure needs have also been a concern for residents and the design principles for Single-Family Neighborhood Streetscapes will address storm water drainage concerns and general amenity needs.

Existing conditions along sample Single-Family Neighborhood Streetscapes



Single-Family Neighborhood Streetscape Design Concepts

PROBLEMS

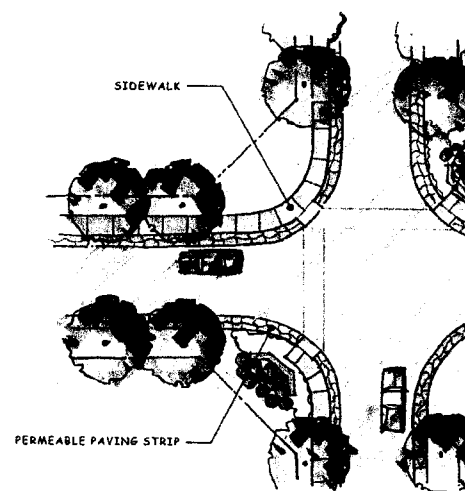
- Lack of storm water drainage
- No designated areas for pedestrians / bicyclists
- Lack of streetscape amenities

PRINCIPLES

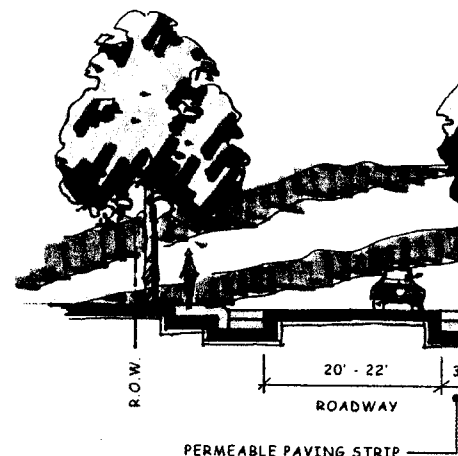
- Create comfortable, walkable neighborhoods
- Link residential neighborhoods to primary streets
- Improve storm water drainage
- Create individual "sense of identity" for each neighborhood
- Make neighborhoods open and inviting, reflecting the character of the community

PRODUCTS

- Roadway width of twenty to twenty-two feet
- Permeable paving strip separating vehicular travel lane from pedestrian sidewalk
- Six-foot sidewalks
- Five to six-foot planting strips accommodate landscaping and shade trees



Plan View of a Typical Residential Street



Section View of a Typical Residential Street

Single-Family Neighborhood Streetscape Design Language - Buildings

FORM

- Maximum of 2 $\frac{1}{2}$ stories
- Residential buildings should create a horizontal profile
- Roofs shall be shallow pitched

FAÇADE

-
- Landscaping requirements should be encouraged in front setbacks to reduce visual impacts of and to provide street shade

FEATURES

- Front entries and sidewalks should have strong connections to the street
- Curb cuts should be allowed at no more than every sixty (60) feet of street frontage



PROMOTE
FRONT YARD
LANDSCAPING

Sample of Preferred Site Design of a Residential Lot

Single-Family Neighborhood Streetscape Design Language - Streets

FIXTURES

- Light standards should capture a "garden" quality with decorative poles and traditional style luminaries, ie. coach, lantern, Victorian, gas lamp, etc.
- Luminaries should be top mounted at a height of approximately twelve (12) to fourteen (14) feet

FURNITURE

- All furniture integrated into residential streets should capture a garden quality

FEATURES

Sample Re.

- Shade trees should be installed on both sides of the street
- Sidewalks should be installed on one side of the street only and should be located to best provide sun
 - On N/S streets, sidewalk should be located on the west side
 - On E/W streets, sidewalk should be located on the south side
- Permeable paving should be integrated at the roadway edge to promote percolation of rain water
- Low horizontal street-name walls should be integrated at primary residential street intersections

3.4.5 Multi-Family Neighborhood Streetscape

Multi-Family Neighborhood Streetscapes are those primary residential roadways, which are located in close proximity to major thoroughfares in the Town. These roadways have historically been single-family residential streets but are undergoing changes, resulting in their conversion to primarily multi-family residential townhomes and duplexes. This type of streetscape includes Seagrape Drive, Bougainvillea Drive and Poinciana Street.

Multi-Family Neighborhood Streetscapes in the Town are two or three-lane roadways, with one-travel lane in each direction, and in some cases, a turning lane. Some residential streets have defined bike lanes, while the majority of others do not. The majority of these multi-family residential streets do not have sidewalks. Landscaping on these roadways varies from minimal landscaping to heavily landscaped with street foliage.

The design principles for the Multi-Family Neighborhood Streetscapes strive to create neighborhoods that are comfortable and usable by walkers and other non-motorized modes of transportation. Infrastructure needs have also been a concern for residents and the design principles for Multi-Family Neighborhood Streetscapes will address storm water drainage concerns and general amenity needs.

Existing conditions along Seagrape Drive



Multi-Family Neighborhood Streetscape Design Concepts

PROBLEMS

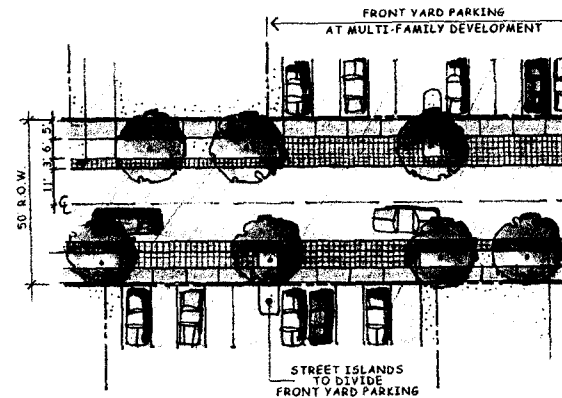
- Impacts of cars and back-out parking
- Lack of storm water drainage
- No designated areas for pedestrians / bicyclists
- Lack of streetscape amenities

PRINCIPLES

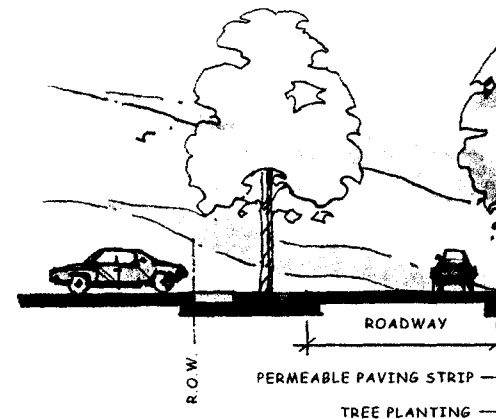
- Create comfortable, walkable neighborhoods
- Link residential neighborhoods to primary streets
- Improve storm water drainage
- Create individual "sense of identity" for each neighborhood
- Make neighborhoods open and inviting, reflecting the character of the community

PRODUCTS

- Roadway width of twenty to twenty-two feet
- Permeable paving strip separating vehicular travel lane from pedestrian sidewalk
- Five-foot sidewalks on both sides of the street
- Five to six-foot planting strips accommodate landscaping and shade trees



Plan View of a Typical Multi-Family Roadway



Section View of a Typical Multi-Family Roadway

Multi-Family Neighborhood Streetscape Design Language - Buildings

FORM

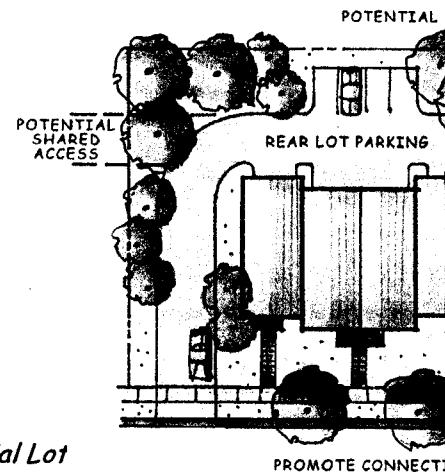
- Maximum height of $3 \frac{1}{2}$ stories, with a maximum of $2 \frac{1}{2}$ inhabitable stories
- Roofs shall be shallow pitched

FAÇADE

- Windows should be vertical in orientation and present on all facades
- Window coverage on all facades should be a minimum of 20%
- Shade trees should be placed at intervals of every thirty (30) feet along the street front

FEATURES

- Front entries and sidewalks should have strong connections to the street
- Parking should be internal to the development to minimize the extent of curb cuts at the street
- Parking which fronts a street should be screened by a structure of vegetation that is a minimum of 36" in height



Sample of Preferred Site Design of a Multi-Family Residential Lot

Multi-Family Neighborhood Streetscape Design Language - Streets

FIXTURES

- Light standards should capture a "garden" quality with decorative poles and traditional style luminaries, ie. coach, lantern, Victorian, gas lamp, etc.
- Luminaries should be top mounted at a height of approximately twelve (12) to fourteen (14) feet

FURNITURE

- All furniture integrated into residential streets should capture a garden quality

FEATURES

Sample Res

- Shade trees should be installed on both sides of the street
- Sidewalks should be installed on both sides of the street
- Permeable paving should be integrated at the roadway edge to promote percolation of rain water
- Low horizontal street-name walls should be integrated at primary residential street intersections

3.4.6 Plaza Streetscape

A Plaza Streetscape is defined as a street that functions as a pedestrian-oriented community gathering space, as opposed to as a traditional vehicular roadway. In Lauderdale-by-the-Sea, a Plaza Streetscape would include El Prado Drive.

El Prado Drive is currently a vehicular-oriented travel lane, with one-lane in each direction, in addition to metered, on-street parking on both sides. A small grass median, with palm trees, divides the roadway into two sides. There is pedestrian access along El Mar Drive, as sidewalks are located on each side of the roadway.

One of the few remaining historic structures in the Town is located at the corner of El Mar and El Prado - the Villa Serena. The structure is part of an existing motel complex and should be considered for preservation, as redevelopment plans for the site evolve. The design principles for El Prado aim to promote a feeling reminiscent of the 1920's - when the Town was first platted and settled. The principles further strive to create a community gathering area and a waterfront destination, while promoting visual, physical and psychological access to the ocean.

Existing conditions along El Prado Drive



Plaza Streetscape Design Concepts

PROBLEMS

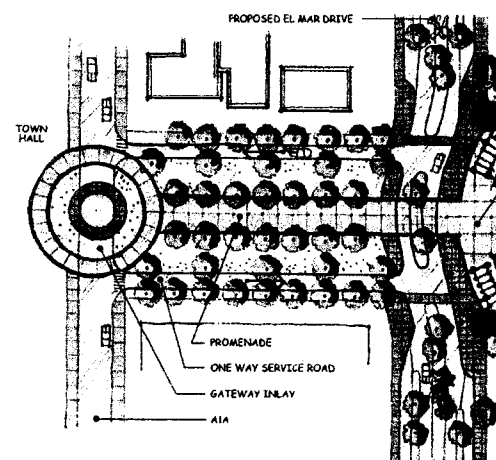
- There is no civic gathering area in Town
- There is no relationship between Town Hall and the oceanfront
- Lack of community identity

PRINCIPLES

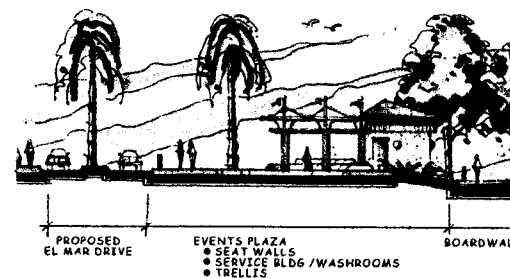
- Create civic gathering space for Town events
- Promote Town-wide events and gatherings
- Strengthen visual and physical connections between the oceanfront and Town Hall
- Create a second beach "anchor" to complement activities located at Anglin Square
- Promote a 1920's "feel" and theme

PRODUCTS

- Landscaped, grand pedestrian promenade linking the Town Hall complex with the beach
- Gateway details identify arrival into Town
- Events plaza with seat walls and service buildings
- Stage platform for special events/performances



Plan View of El Prado

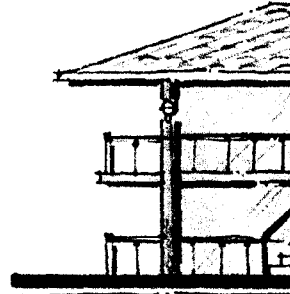


Section View of El Prado

Plaza Streetscape Design Language - Buildings

FORM

- Building heights should not exceed "3 over 1", or 44'-0"
- The roofline and top story of a building, developed to the maximum "3 over 1" rule, should be varied to create relief from the plane of the lower stories



Sample of Building

FAÇADE

- Buildings should express a predominantly horizontal quality
- Facades should be designed to create a sense of enclosed outdoor space
- The setback should be varied to enhance the sense of enclosure and courtyard
- Windows should appear tall (to express a high ceiling) and be accented / sun protected with projecting roof overhangs

FEATURES

- Garden courtyards should be created at primary public entrances and should be designed to include small fountains, sculpture, intricate paving and plantings
- Features such as airways, covered arcades, balconies and archways should be integrated
- Signs should be attached flush to the building with no back lighting, as to not interfere with the building's form
- Signs should be in the Art Deco style
- Building colors should be coordinated with the "ground plane" of the public space

Plaza Streetscape Design Language - Streets

FIXTURES

- Light standards should have an elegant, ceremonial quality and a traditional Art Deco style to reflect the period in which the Town was originally founded (the 1920's)
- A maximum of four luminaries should be installed on each pole and mounted at a pedestrian height of approximately fifteen (15) feet
- The Town logo, or a similar recognizable symbol, should be integrated into the fixture

FURNITURE

Sample

- All furniture should be traditional styled and should complement the style of light fixtures and benches
- Benches should be located every twenty (20) feet on center

FEATURES

- A variety of paving materials should be used to reflect the function of different use areas
 - The central promenade/primary plaza should be constructed of specialty pavers with strong geometric patterns
 - Crushed aggregate should be used north and south of the central promenade to allow for interlocking pavers and special events
 - The semi-circular promenade in the lower plaza area should integrate with the beach boardwalk
- Features, such as the central stage / podium, the fountain, the splash pad and the shade trellis should be of high degree of craftsmanship and be visually consistent with one another
- All primary tree planting should be formally organized to define space, reinforce sightlines and provide shade
- Location of a "Braille Town Orientation Model"

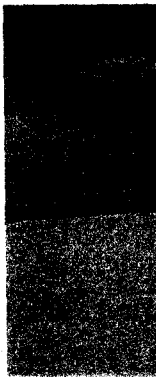
3.4.7 Oceanfront Promenade

An Oceanfront Promenade would include the development of a walkway, with handicap access, suitable for a variety of users, including walkers, joggers and strollers directly adjacent to the beach and ocean. No Oceanfront Promenade currently exists in the Town of Lauderdale-by-the-Sea.

The Oceanfront Promenade proposed for the Town would run continuously from the southern to northern boundaries and would include access points to and from all existing and future developments, as well as from existing beach access areas/portals.

The purpose and principles behind the development of the Oceanfront Promenade are to create a waterfront, education-based, shoreline protection feature that becomes a recognizable symbol of the Town of Lauderdale-by-the-Sea - as the Pier is now. The Promenade would also serve to connect the southern and northern areas of the Town, improving waterfront accessibility.

Existing beach conditions at location of future Oceanfront Promenade



Oceanfront Promenade Design Concepts

PROBLEMS

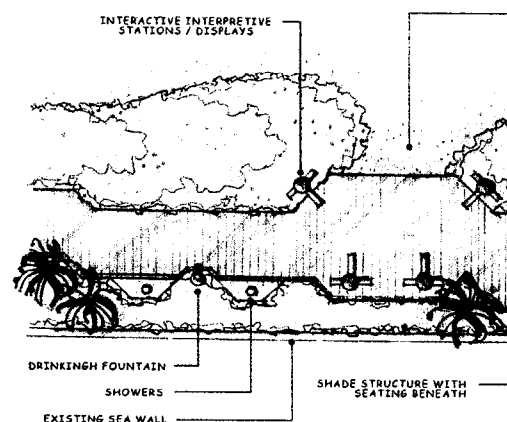
- Beach access is not possible for everyone
- Beach is artificial and unstable

PRINCIPLES

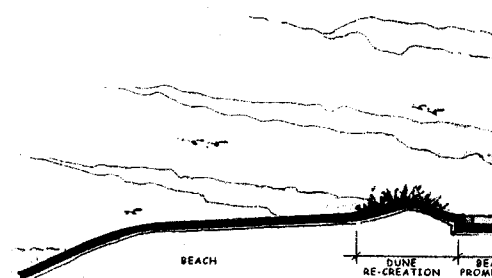
- Promote the naturalization of the beach
- Create a strong connection between the north and south
- Create a hands-on learning and educational environment
- Stabilize and protect the shoreline
- Improve accessibility to the oceanfront
- Make beach accessible for all, including those with special needs
- Develop a one-of-a-kind feature in the community
(a recognizable symbol)

PRODUCTS

- Multi-use beach promenade
- Dune recreation strip
- Shoreline protection initiatives
- Interactive, hands-on interpretive stations
- Low level walls separating private, beachfront properties



Plan View of the Oceanfront Promenade

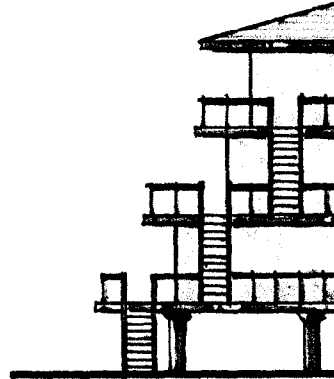


Section View of the Oceanfront Promenade

Oceanfront Promenade Design Language - Buildings

FORM

- Building heights should not exceed "3 over 1", or 44'-0"
- The roofline and top story of a building should be varied to create relief from the lower plane of stories
- The beach front façade should be stepped back from the beach above the second story
- Buildings should have an adequate garden setback



Sample of Building Along the Promenade

FAÇADE

- Buildings should express a predominantly horizontal quality
- Buildings should have low level and down lit lighting
- Windows should appear tall (to express a high ceiling) and be accented / sun protected with short projecting roof overhangs

FEATURES

- Beachfront patios and pool decks should terrace down to the beach
- Patio walls should be no higher than 36" above beach grade at the property line
- Features, such as airways, covered arcades, balconies and archways should be integrated to the building as much as possible
- Gateway connections to the promenade

Oceanfront Promenade Design Language - Streets

FIXTURES

- Low-level light bollards should be used at the boardwalk and located only at entrance points, ie. pedestrian access links
- All lighting should be located and operated to minimize impact on sea turtle habitats
- All lighting should be ground level wash illumination

FURNITURE

- Furniture should be designed in a manner consistent with the naturalized beach theme for the promenade
- All furniture should be manufactured of natural materials and integrated into the promenade

FEATURES

- The promenade should be designed to create the character of a naturalized beach environment
- The promenade should be planted with native beach grasses to stabilize the sand and re-establish the dune environment
- Interactive interpretive stations with an environmental theme should be integrated into the promenade

Sample Interpretive Station 

3.4.8 Pedestrian Promenade

Pedestrian Promenades are those streetscapes that are primarily designed and intended for use by pedestrian-oriented traffic. There are existing streetscapes in the Town of Lauderdale-by-the-Sea that lend themselves to this scale of development. One of the most prominent and identifiable Pedestrian Promenades in the Town is along Basin Drive, which runs parallel to the south side of Commercial Boulevard, between Seagrape Drive and Tradewinds Avenue.

Basin Drive is now a vehicular-oriented alley route, with on-street parking and the roadway is defined by the rear facades of buildings that face onto Commercial Boulevard. There are no sidewalks, which creates an unfriendly and unwelcoming environment for pedestrians. Due to the lack of streetscape amenities and the overall aesthetic character of Basin Drive, there is a lack of feeling that you are in a "public space" when you are moving along the roadway. Today Basin Drive is used primarily as a "cut-through" road for vehicles trying to avoid the traffic of Commercial Boulevard.

The design principles and language created for Pedestrian Promenades in the Town strive to enhance the overall "experience" for pedestrians. The overriding goal of the re-development of Basin Drive is to improve pedestrian access from Basin Drive to Commercial Boulevard, enhance the prominence of the area as a destination, improve access to the Silver Shores Waterway and to promote pedestrian connections from the Intracoastal Waterway to the Atlantic Ocean.



Existing c

Pedestrian Promenade Design Concepts

PROBLEMS

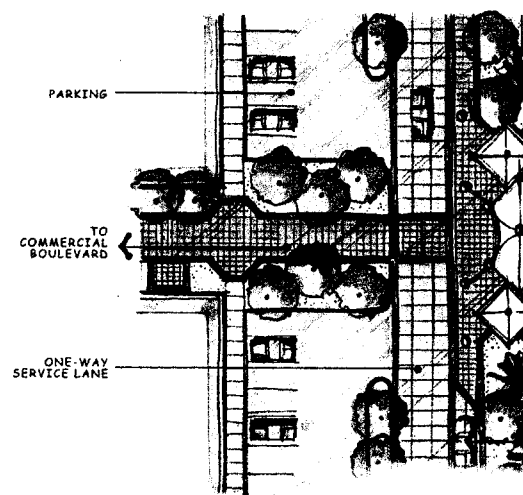
- Lack of connectivity to Silver Shores Waterway
- No connection to Commercial Boulevard
- Back-out parking from rear of buildings
- Poor sense of public space and "place"
- No relationship to ocean or Intracoastal Waterway

PRINCIPLES

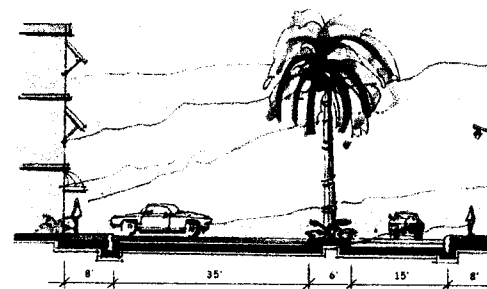
- Enhance pedestrian experience
- Create public access opportunities to Silver Shores Waterway
- Promote pedestrian connections to Commercial Boulevard
- Develop linkages along Basin from the Intracoastal to the Atlantic Ocean

PRODUCTS

- Waterfront pedestrian boardwalk for various users
- One vehicular traffic lane with a landscaped median
- Buffered, back-out parking
- Wide planting strip to create welcoming and comfortable pedestrian atmosphere
- Variety of streetscape amenities (benches, lights, banners)



Plan View of Basin



Section View of Basin

Pedestrian Promenade Design Language - Buildings

FORM

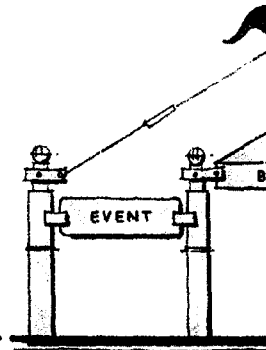
- Only open-sided, open air structures should be built on the waterside of Basin Drive in order Silver Shores Waterway
- Building masses on the north side of Basin Drive should be subdivided to create a sense of narrowness
- Buildings that maintain the maximum height of Commercial Boulevard (5 stories), should be set back from the Basin Drive side

FAÇADE

- The rear facades of Commercial Boulevard buildings, which face onto Basin Drive should be elevated to create a "waterfront" quality and promote public use and access to the businesses and stores
- The ground floor of these rear facades should be predominantly glass to create a sense of transparency
- Entrances on the rear facades of buildings fronting onto Commercial should be accented with appropriate decoration

FEATURES

- Buildings should be designed with ground floor airways to allow for views to the pedestrian promenade
- Features, such as steeply pitched rooflines or false facades, awnings, banners and flags, board & batten siding, porthole and awning windows, etc. should be integrated to the greatest extent possible

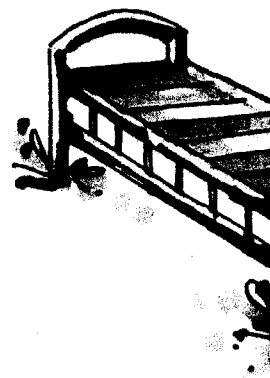


Sample Structure

Pedestrian Promenade Design Language - Streets

FIXTURES

- All light fixtures should have a cohesive, nautical theme
- Low-level light bollards should be used along the entire length of the Pedestrian Promenade
- Lights may be affixed directly to building facades
- Maritime flags and banners may be mounted from banner poles and buildings



FURNITURE

- All furniture should be nautical-styled and of the same design family
- Furniture should be designed to recall recognizable maritime features - ie. "lighthouse" bollards, "wheel house" overlooks, treasure chest benches, etc.

Sample maritime

FEATURES

- A combination of timber decking and specialty paving should be used in the construction of the pedestrian promenade
- Tree planting should be informal and diverse along the promenade and appropriate for its waterfront location
- Shade trees, shade structures and umbrellas should be used at seating areas to provide sun protection
- Wooden promenade should be developed along the Silver Shores Waterway

3.4.9 Pedestrian Alley

Pedestrian Alleys are those secondary travel routes, that are located parallel to major roadways in the Town of Lauderdale-by-the-Sea. Pedestrian Alleys are most recognizable directly north and south of Commercial Boulevard. In addition to existing Pedestrian Alleys, two new pedestrian access routes are proposed in the Master Plan, extending from the Silver Shores Waterway to the oceanfront.

Pedestrian Alleys in the Town are currently underdeveloped and unwelcoming to pedestrians. In many cases, residents and visitors may not be aware that these alleys exist for their use. Alleys in the Town are presently defined, in many cases, by overhead wires, waste disposal receptacles, parked cars and unkempt rear facades of buildings facing onto more prominent Town roadways.

The design principles for Pedestrian Alleys strive to make the alleyways usable on a pedestrian scale, promote linkages to the waterfront - pulling the water inland, increasing retail opportunities and enhancing the quality and usable space at the rear of buildings. Alleyways also offer the opportunity for additional mid-block connections, for both pedestrian and vehicular users.

Existing conditions along Pedestrian Alleys



Pedestrian Alley Design Concepts

PROBLEMS

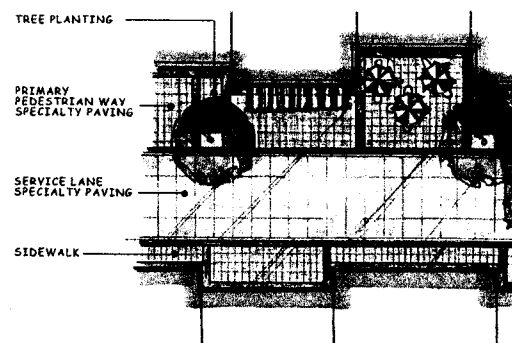
- Lack of connectivity to ocean or the Intracoastal
- Act primarily as service areas
- Not safe or welcoming for pedestrians
- Aesthetically unappealing to users

PRINCIPLES

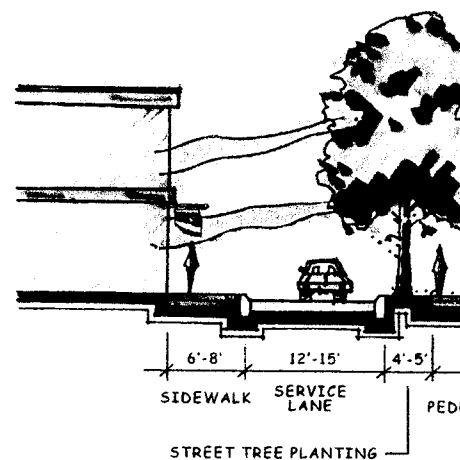
- Create usable secondary areas at a pedestrian scale
- Pull the waterfront inland through linkages
- Increase retail opportunities
- Enhance usable space at rear of buildings
- Improve the safety and security for users
- Enhance vehicular circulation opportunities
- Increase the number of mid-block connections

PRODUCTS

- Primary pedestrian promenade along rear building facades
- Secondary pedestrian sidewalk
- Ample room for seasonal vendor carts and stands
- Tree planting strip with shade trees
- Vehicular service lane for through traffic



Plan View of a Sample Pedestrian Alley



Section View of a Sample Pedestrian Alley

Pedestrian Alley Design Language - Buildings

FORM

- Building heights should be the same as the street onto which they front
- Lines of buildings should be horizontal to maintain a pedestrian scale
- Limit building widths to ensure opportunities for mid-block pedestrian connections
- The rear setback of buildings along the Alley should be varied to create useable pedestrian-oriented space

FAÇADE

- The rear façade of buildings which face onto the Alley should be enhanced to promote public use of the Alley and buildings
- Blank walls should be avoided - entrances and windows on all levels should be integrated into the building design

FEATURES

- Buildings should be designed with ground floor airways and a sense of transparency to visually and physically connect the Alley to Commercial Boulevard
- Features such as awnings, banners, flags, wall-mounted lighting and projecting signs should be integrated into the building design

Sample wall mounted exterior alley light

Pedestrian Alley Design Language - Streets

FIXTURES

- Lighting should be nautical or maritime style to complement fixtures used at El Mar Drive and Ba
- Light standards should be mounted no higher than twelve (12) feet and façade wall lights should be higher than eight (8) feet

FURNITURE

- Furniture should be nautical or maritime style to complement furniture used at El Mar Drive and
- Furniture should be clustered at locations, no more than thirty (30) feet apart

FEATURES

- Specialty paving should be used across the width of the Alley from building face to building face
- Pavers should be smaller and laid in a more intricate pattern for pedestrian areas than for service lanes
- The entrance into the Alley from intersecting streets and sidewalks should be highlighted
- Street planting should be integrated along the Alley, where space permits
- Minimum width of twenty (20) feet from building face to building face
- Sculptures and fountains should be incorporated into buildings and "alleyscapes"
- Individual paving details should be allowed at building entrances

Sample "Lighthouse" Style Bollard with Town "logo".



4.0 The Economic Revitalization Plan

The economic revitalization of the Town of Lauderdale-by-the-Sea should be market-driven and based on current and future local and regional markets. The Town has an advantage over many other communities, as it has a constant and steady influx of tourists and visitors, creating a secondary market that can help to support retail and service establishments. The most important element in economic revitalization is determining an approach to ensure that the Town's revitalization efforts are efficiently and effectively implemented and carried out. The following section describes various approaches that could be followed with respect to revitalization efforts.

4.1 Market Feasibility Analysis

The redevelopment and revitalization of the Lauderdale-by-the-Sea commercial core should serve the needs of local and regional residents, while also providing the goods and services required by the transient visitors and residents to support the local economy. The Market Feasibility Analysis is intended to determine the most appropriate mix of uses for the commercial core along Commercial Boulevard. This analysis is based largely on Census data and therefore, does not consider the annual tourist and visitor populations. Tourist and visitor potential are "in addition" to information provided below, and are expanded in later sections of the Plan.

The final product of the Market Feasibility Analysis is the determination of an economically feasible plan that can succeed in Lauderdale-by-the-Sea as part of an overall development and revitalization initiative.

4.1.1 Methodology and Source Definition

Numerous sources were used to complete the comprehensive retail feasibility analysis, in

- 2000 Census of Population and Housing

Published every ten years by the US Bureau of the Census, the document includes population number of people, age, sex and race characteristics. The Census also includes housing stock number of units and cost of units and economic characteristics, such as income and occupation

- 1997 Census of Retail Trade

Every five years the US Department of Commerce publishes this document, which covers Standard Industry Classification (SIC) codes. Data is presented for areas that range in size from the United States down to municipalities with populations of 2500 or more.

- Dollars and Cents of Shopping Centers 2002

Published annually by the Urban Land Institute, this publication reports on typical retail businesses in neighborhood, community, regional or super-regional shopping centers. The publication includes rent and sales per square foot of gross leasable area, property taxes, insurance and commissions

- Claritas® Direct Marketing Information - 2002 Consumer Spending Patterns Summary

The Claritas database provides current up-to-date estimates of household expenditures on specific goods and services. The database is based on statistics collected by the US Department of Commerce developed using data from the Consumer Expenditure Survey by the federal Bureau of Economic Analysis

To make the information more personal to Lauderdale-by-the-Sea, Claritas® combines key demographic characteristics, including age, income, family size, number of vehicles and urbanization with their Claritas® then developed over 400 specific models to accurately predict consumer spending, which compared with national sales totals provided by different retail industries to ensure reliability.

4.1.2 Retail Market Area

Claritas® data was provided for three geographic areas around Lauderdale-by-the-Sea, defining "trade areas" from which sales along the Town's commercial core could be drawn from. The "trade areas" consist of a one-mile ring around the Town - drawn from a central focus point (Primary Trade Area), a three-mile ring around the Town (Secondary Trade Area) and a five-mile ring around the Town (Secondary Trade Area).

4.1.3 Demographic Trends Influencing Market Potentials

An examination of demographic trends within Lauderdale-by-the-Sea can provide insight into how development and revitalization efforts would be most successful within the Town. US Bureaus of Economic Analysis and Census were used to complete the demographic analysis.

The following bullets are key demographic findings that may influence the Market Feasibility Study and revitalization potentials in Lauderdale-by-the-Sea:

- Between 1990 and 2002, the population of Lauderdale-by-the-Sea more than doubled from 3,199 in 1990 to 6,243 in 2002, due to two annexations of lands north of the existing 1990 Town boundary.
- Population statistics for the Town do not include tourists and seasonal visitors.
- The overall number of households also doubled between 1990 and 2002, from 1,765 to 3,530.
- The median family income increased over 20% between 1990 and 2000, from \$48,700 to \$58,500.

4.2 Retail Supply, Demand and Unmet Demand

The following section includes information pertinent to determining the future retail uses and services most likely to succeed in Lauderdale-by-the-Sea, based on existing data and trends.

4.2.1 Retail Supply

There is currently approximately 375,000 square feet of existing 1st floor retail space along C Boulevard in the Town of Lauderdale-by-the-Sea. The existing retail mix includes a variety of including, but not limited to:

- Art and Framing Services
- Bookstore
- Camera Repair
- Cards and Specialty Gifts
- Cleaners
- Clothing Boutiques
- Computers
- Cosmetics
- Dive Shops
- Florists
- Furniture
- Grocers / Convenience
- Hair Salons
- Hardware
- Jewelers
- Pharmacy

4.2.2 Retail Demand

The chart below illustrates the total demand for specific goods and services, in dollars and square space, within the three designated "trade areas" in, and around, the Town of Lauderdale-

Table 4-1 Square Footage Potentials
 Town of Lauderdale-by-the-Sea

CATEGORY	ANNUAL HOUSEHOLD EXPENDITURES						TO TRA 1-MILE RADIU
	1-MILE RADIUS		3-MILE RADIUS		5-MILE RADIUS		
	Household	Total	Household	Total	Household	Total	
Grocery Items	4,159	23.5 M	4,132	184.6 M	4,087	391.3 M	79,9
Food Away from Home	5,156	29.2 M	4,371	156.8 M	4,100	392.5 M	109,5
Alcohol - At Home	931	5.3 M	740	33.1 M	679	65.1 M	19,0
Personal Care Products	928	5.3 M	799	35.7 M	776	74.3 M	22,0
Household Equipment	4,180	23.6 M	2,854	127.5 M	2,491	238.5 M	122,2
Women's Apparel	1,417	8.0 M	1,054	47.1 M	975	93.4 M	21,6
Men's Apparel	907	5.1 M	676	30.2 M	634	60.7 M	13,7

Children's Apparel	520	2.9 M	404	18.0 M	403	38.6 M	11,788	
Unisex Footwear	428	2.4 M	345	15.4 M	334	32.0 M	9,486	
Entertainment (Sports, etc.)	4,351	24.6 M	3,129	139.7 M	2,828	270.7 M	82,000	4
Home Improvements	2,367	13.4 M	1,620	72.4 M	1,408	134.7 M	58,661	3
Vehicle Maintenance	2,950	16.7 M	2,485	111.0 M	2,354	225.4 M	94,886	6
Health Care and Supplies	3,844	21.7 M	3,061	136.7 M	2,816	269.6 M	64,776	4
Pet Care and Expenses	309	1.7 M	249	1.1 M	224	21.5 M	8,212	

Source: Claritas Direct Marketing Information

4.2.3 Retail Potentials

The information contained in this section is intended to illustrate the potential "capture" of retail goods and services within the Lauderdale-by-the-Sea "trade areas". Determining the potential "capture" rate will help to establish the unmet retail demand that the commercial core in Lauderdale-by-the-Sea can support.

A "capture rate" is defined as the total dollar amount that a community can expect its residents to spend on a particular good or service. For example, a capture rate for Women's Apparel in the 5-Mile Radius is a percentage of the total dollar amount that local residents spend on women's apparel that is captured within the trade area boundaries.

A national standard capture rate for retail goods and services is 20%. One can reasonably expect that the primary trade area (1-Mile Radius) can "capture" twenty (20) cents of every dollar that people spend on retail goods and services within that specific community. The difference between the existing retail square footage and the supportable square footage equals new retail and service opportunity. More conservative estimates for secondary areas (the 3-Mile and 5-Mile Radius, respectively) can typically capture just 2% of the retail demand of the project study area.

The table on the following page illustrates what service and retail opportunities exist in the Lauderdale-by-the-Sea, based on supportable square footages for a variety of retail and service categories.

Table 4-2 Existing Capture Rate and New Retail/Service Potentials
Town of Lauderdale-by-the-Sea

	1-Mile Radius (20%)	3-Mile Radius (2%)	5-Mile Radius (2%)	Translation to Supportable S/F (1-Mile Radius)	Translation to Supportable S/F (3-Mile Radius)	Translation to Supportable S/F (5-Mile Radius)
Grocery Items	4.7 M	3.7 M	7.8 M	15,980	12,580	2,920
Food Away from Home	5.8 M	3.1 M	7.9 M	21,757	11,628	2,512
Alcohol at Home	1.1 M	662,000	1.3 M	3,971	2,389	518
Personal Care Products	1.1 M	714,000	1.5 M	4,583	2,975	654
Household Equipment	4.7 M	2.6 M	4.8 M	24,352	13,471	2,962
Women's Apparel	1.6 M	942,000	1.9 M	4,327	2,547	561
Men's Apparel	1.0 M	604,000	1.2 M	2,704	1,633	360
Children's Apparel	580,000	360,000	770,000	2,357	1,463	324
Unisex Footwear	480,000	308,000	640,000	1,897	1,217	270
Entertainment	4.9 M	2.8 M	5.4 M	16,333	9,333	2,044
Home Improvements	2.7 M	1.4 M	2.7 M	11,820	6,128	1,356
Vehicle Maintenance	3.3 M	2.2 M	4.5 M	18,750	12,500	2,750
Health Care & Supplies	4.3 M	2.7 M	5.4 M	12,835	8,059	1,772
Pet Care and Expenses	340,000	22,000	430,000	1,642	106	23
TOTAL	\$37.9 M	\$22.9 M	\$47.7 M	143,308	86,029	17,934

Source: Claritas Direct Marketing Information and Dollars and Cents of Shopping Centers 2000

The table above shows that approximately 408,930 square feet of retail space (in the design area) could be captured, and supported, in the Town of Lauderdale-by-the-Sea.

4.2.4 Commercial Revitalization Conclusions

The following section includes a summary and conclusions of data examined as part of the Study for the Town of Lauderdale-by-the-Sea.

- The difference between existing retail square footage (375,000 s/f) and potential square footage (408,930 s/f) is minimal, with approximately 35,000 s/f of new retail space available for retail expansion
- Due to the small amount of new retail space that could be feasibly supported in the Town, the Town should focus on attracting QUALITY retail developments, as opposed to attracting QUANTITY of retail development
- Large-scale commercial businesses could not be reasonably supported in the Town, and the Town should focus on attracting small-scale specialty stores, high-end boutique retail and quality services directed at meeting the needs of the local residents and tourists
- Based on the findings of the Market Feasibility Analysis, and national retail trends, new retail services that could be realistically supported in the Town of Lauderdale-by-the-Sea, is limited to the following:
 - Bookstore and Coffee Bar
 - Specialty Home Furnishings
 - Day Spa
 - Personal Health and Beauty Products
 - Wine Bar and Boutique

4.3 Organizational Approach to Revitalization

An organizational approach is important to any downtown revitalization effort for a number of reasons: providing a framework for action through formation of a committee or group charged with revitalization; formal organization gives the revitalization effort credibility with local stakeholders and governments; organization provides a group of individuals a way to raise, save and spend money. Perhaps the most important form an organization for downtown revitalization is that it can provide access to funding and technical assistance from government agencies. These forms of assistance are typically unavailable to individuals, but are made available by not-for-profit organizations and local governments and quasi-governments. These are sources like the advertising matching grants program for tourism development.

Downtown revitalization requires commitment and passion on behalf of more than one individual. Some of the approaches described in this section are not necessarily mutually exclusive, and some are more or less expensive or more difficult for downtown stakeholders than others. As with all ventures, the results gleaned will be equal in proportion to the effort invested in sowing and tending the seeds of revitalization.

Among the many options for organizing for downtown revitalization are five main approaches that could be used by downtown merchants and property owners of Lauderdale-by-the-Sea. They are:

- Form an independent downtown business association, incorporate and seek non-profit designation
- Form a committee or special interest group under sponsorship of the Chamber of Commerce
- Organize a Business Improvement District
- Create a Community Redevelopment Agency
- Seek designation as a participant within a larger statewide program

Downtown Business Association

Organizing and operating a successful volunteer downtown business organization can be difficult for property owners. However, the ability to found and maintain an organization independent of other property owners has several advantages. First, it creates and preserves a separate identity for the association; second, as a strictly volunteer effort, more resources are directed into programming because overhead can be kept low. In this model, merchants and property owners form an organization, elect or appoint a board of directors, and pay a fee. Volunteer legal services are usually sought for preparation and submittal of an application for nonprofit status from the Internal Revenue Service. These organizations usually have two main activities: cooperative advertising for events and special promotions and holding regular meetings with special interest to downtown merchants and stakeholders.

Chamber of Commerce

The option of organizing under the aegis of the Chamber of Commerce has the potential to be successful for downtown stakeholders and as a result, can fail to raise the level of commitment that is necessary for a successful downtown revitalization program. This approach is most successful when there is a high level of commitment from an individual or group combined with the commitment of the Chamber to see the program through. One advantage of this option is that it can be the least expensive to organize and maintain. The Chamber will require participants to become members of the Chamber if they are not already; an additional fee for membership in the organization may be used to defray the chamber's expense associated with the organization. These can include office space, administrative support, refreshments, duplication, mailing and staff time. Because Chamber of Commerce professionals have the skills necessary to create marketing and advertising programs and membership drives, the program is usually manageable. However, staff may want to learn more about aspects of downtown development and activities that differ from regular Chamber activities. The commitment of the Chamber to provide staff support combined with the commitment of funds and volunteer time are key elements of success.

Business Improvement District

Under Florida State Law, a neighborhood or district can come together to self-fund a downtown revitalization program. These are called Business Improvement Districts, Neighborhood Improvement Districts and Special Assessment Districts. The most popular is the Business Improvement District (BID). The BID is a financing and management structure by which property owners in a designated area agree to tax themselves to fund special projects and programs.

The BID is organized through formal agreement among property owners in an identified area or district. They agree to come together to assess themselves to fund priorities. The assessment is collected by the local government jurisdiction, in this case the Town, and returned to the BID. A formal Board of Directors is elected and serves as the place for expenditure of the funds.

Utilization of BIDs has been successful around the nation for a variety of downtown revitalization purposes including tourism development, façade improvements, security, infrastructure, promotions, special events, etc. The BID is dependent entirely upon the agreement of the local stakeholders. It is also appealing because it collects from the broadest possible base. The two models above, the Chamber and Downtown Business Association, depend upon the volunteer participation of stakeholders. As a result, it is inevitable that some merchants may benefit without having contributed to the program. This can be a source of frustration and divisiveness within the community. On the other hand, the Business Improvement District collects from all property owners within the designated district. Owners who lease their buildings generally pass this assessment along to their tenants.

Community Redevelopment Agency

The Community Redevelopment Agency (CRA) option is a problematic one for downtowns because tax increment financing (TIF) to fund improvements and programs. The success of CRAs depends on real property tax collections. These are quasi-governmental agencies that raise funds through the increase in real property tax collections raised by a project or program.

Designation of the CRA is subject to certain conditions, among them a declaration of necessity, an official plan that is consistent with the local comprehensive plan and then establishment of a trust. The trust can be used immediately or banked for future use. It cannot be used for general government purposes. The CRA appointed to manage the CRA is created by and generally comprised of representatives of local government.

Larger Statewide Programs

Another option for Lauderdale-by-the-Sea is to seek to participate in a state-sponsored redevelopment program. There are two such programs in Florida, Florida's Main Street Program, an historic preservation program administered by the National Trust for Historic Preservation's National Main Street Program; and Waterfronts Florida, a program based on the Main Street Model developed by the Florida Division of Coastal Management and administered by the Florida Department of Community Affairs. Both programs require communities to seek designation in competition with other communities. The Waterfronts program designates three communities annually. The Main Street program designates based on the available funding and quality of the applicant pool. The Main Street program offers much in the way of financial incentive — the Main Street program provides up to \$100,000 in reimbursement for direct expenses and both require enormous investment of time, money and effort.

⁵ In 2003, funding was available to designate three communities, but only one was chosen.

of the local stakeholders. Both programs require a full-time manager be hired and provided with office equipment. Support is crucial as well; under the Main Street model, committees are formed to address revitalization areas: Design, Operations, Promotions and Economic Restructuring. The Waterfronts program requires the formation of one committee to take on most of the work of revitalization.

Communities that are successful in gaining designation under these programs receive intense amounts of assistance and training over the course of several years⁶ designed to build local capacity for planning, sustaining revitalization. Both programs require a large local commitment of time and money. However, the claims are impressive. The National Main Street Program reports a return of \$40 reinvested for every dollar spent operating a Main Street program. The Waterfronts program, started in 1997, has helped communities develop sustainable, environmentally sound revitalization projects in Vilano Beach and Panacea, where three projects received \$350,000 in grants and donations. These two programs are not mutually exclusive: Vilano Beach is in both. In addition, many Main Street communities have BIDs, CRAs, downtown merchant associations, and are active in downtown revitalization.

For Lauderdale-by-the Sea, to participate in the Main Streets program, it would have to make a case that the entire town is an historic resource. The intent of the program is primarily to revitalize commercial buildings that are more than 50 years old that are eligible for preservation. However, the program has not been the community character issue in the past - with Vilano Beach

⁶ Two years for the Waterfronts program, three for the Main Street program

5.0 Making the Plans Realities

In order for the Town of Lauderdale-by-the-Sea Master Plan to achieve its goals and objectives, and for the community to become a reality, the Master Plan must be a "living document" that is used and followed on a regular basis. In order to assist the Town in implementing the projects and developments proposed in the Master Plan, a list of recommendations, and a phasing plan for implementing the recommendations, has been developed. In addition, potential funding sources to assist in the realization of the Master Plan have been identified and broken down into a number of sub-categories.

5.1 Recommendations

The following recommendations outline a step-by-step approach to implementing the major elements of the Town Master Plan for Lauderdale-by-the-Sea. Recommendations have been divided into subcategories: Capital Projects, Administrative Actions and Economic Recommendations. A matrix has been included that lists the recommended projects and actions, project purpose, location, estimated development costs and the timeframe for development.

All costs outlined in these preliminary estimates:

- *are capital costs for construction of the proposed project;*
- *do not include acquisition costs for privately owned land parcels;*
- *do not include demolition or environmental costs;*
- *are subject to a 25% contingency and consulting fees;*
- *are general estimates only and should be re-evaluated in the design development process.*

5.1.1 Capital Projects

Gateway Development

The Town should further examine the potentials for developing gateways at three arrival locations along the northern, southern and western Town boundaries specifically. Further design studies and development drawings would be required prior to construction. Potential amenities and design are as described in the Master Plan and are subject to change after further design studies are complete. Gateway development will promote the unique identity of the Town and distinguish one's entry into Lauderdale-by-the-Sea.

ESTIMATED COSTS: Approximately \$250,000 - \$310,000 per gateway
TIMEFRAME: 2 years

Neighborhood Waterfront Access Park

A Neighborhood Waterfront Access Park, with green space, transient dockage and a waterway, would be developed at the corner of SE 15th Street. A study should be undertaken by the Town to determine the feasibility of this site for these uses, as well as for detailed design and working drawings. The Access Park would create a residential neighborhood destination and provide for waterborne access to the northern residential neighborhoods and the Intracoastal Waterway.

ESTIMATED COSTS: Approximately \$220,000 - \$275,000
TIMEFRAME: 5 years

Residential Streetscape Improvements

The Town should continue their current efforts to improve the quality and availability of streets and quality-of-life features on single-family residential streets in both the northern and southern neighborhoods within the Town. These efforts should include the burying of overhead wires, sewer and water service to all residences and the integration of streetscape amenities, such as street trees. Each project will be subject to its own individual study and design costs, based on the magnitude of the project, and the specific improvements that will be completed.

ESTIMATED COSTS: Not Applicable - Varies Project to Project
TIMEFRAME: On-Going

Beach Access Improvements

The Town should undertake a design study to enhance the two, existing public beach access linkages in the northern area of the Town. The entry points are currently hard to locate, highly distinguishable features. Construction features at the entry points should include benches, furniture, lighting and safety elements. The beach access linkages should connect at the Promenade, creating continuous waterfront linkages and relationships.

ESTIMATED COSTS: Approximately \$100,000 - \$125,000 per access point
TIMEFRAME: 2 years

Beach Promenade (North of Pine Avenue, South of Pine Avenue)

In order to promote continuous circulation and access along the waterfront, for all users and ages, the Town should begin to work with private property owners and federal, state and local agencies and begin design development and construction of a Beach Promenade. Detailed design features, building standards and features should be determined as working drawings are prepared. The Town should consider requiring waterfront properties to develop the promenade, as parcels are redeveloped.

ESTIMATED COSTS: Approximately \$2,500,000 - \$2,750,000 North of Pine Avenue
 Approximately \$1,800,000 - \$2,100,000 South of Pine Avenue
TIMEFRAME: 2 - 10 years

Parking Garages

The Town should undertake a detailed parking study and analysis to determine current parking demand, revenues generated, future parking needs based on likely build-out scenarios and cost estimates for various types of parking facilities. Upon completion of the parking study, the Town might choose to consider construction of one, or more parking garages in the Town. Potential locations for parking structures are identified in the Master Plan. Parking structures would help to alleviate the impacts of on-street parking and could function as Intermodal Centers, as well as centers for Town services, including police and fire stations.

ESTIMATED COSTS: Approximately \$4,500,000 - \$5,000,000 for each parking structure
TIMEFRAME: 5 - 7 years

El Prado Development

The Town should obtain the assistance of a design and landscape architecture professional to develop design concepts and working drawings for El Prado, which incorporate the design concepts contained within the Master Plan.

ESTIMATED COSTS: Approximately \$3,500,000 - \$3,800,000
TIMEFRAME: Immediate - Land Acquisition and Design
 5 years - Construction

Town Hall Expansion

The Town should continue their efforts to develop a new Town Hall Complex, including the emergency services off of the existing Town Hall site. The Town should work with a registered landscape architect to develop plans for a Town hall Complex that integrate the principles of the Master Plan, including maintaining an open view shed from the Municipal Park through to the beach, and adding additional community features, such as a community center and senior center.

ESTIMATED COSTS: Approximately \$2,500,000 - \$2,750,000
TIMEFRAME: Immediate - Design
 2 years - Construction

Barrier Island Interpretive Center

A detailed economic feasibility study and analysis should be completed for the site at the east end of Commercial, adjacent to the Pier. The feasibility study should focus on the potentials for the redevelopment of the site as a dive center, welcome center and interpretive facility, as detailed in the Master Plan. The successful implementation of the Barrier Island Interpretive Center would create a unique, significant landmark and tourism catalyst within the Town. The potentials for the redevelopment of the Pier (and its surrounding land acquisitions and the possibility of developing an underwater park should be closely considered.

ESTIMATED COSTS: Approximately \$4,000,000 - \$4,300,000
TIMEFRAME: 4 - 7 years

Pedestrian Mall

The Town should close Commercial Boulevard east of A1A to the ocean for use by pedestrian traffic. Signature features, such as a fountain, specialty paving materials and street furniture should be implemented to enhance the aesthetic quality of the public realm. Higher-end retail establishments and restaurants should be marketed to, for future location at the pedestrian mall. A façade improvement program, tied to historic preservation criteria, should be implemented to ensure the compatibility of building faces and to preserve the historic quality.

ESTIMATED COSTS: Approximately \$1,000,000 - \$1,250,000
TIMEFRAME: Immediate - Road Closing
2 - 8 years - Streetscape Improvements

Pedestrian Alleys

The Town should begin to implement an on-going project aimed at enhancing pedestrian al
The Town may initiate the project by approaching building owners, with properties that a
them to clean-up any existing debris or garbage that is currently in the alley space. Incer
to those property owners who not only clean-up existing debris, but make improvements t
their buildings. As Town money becomes available, public enhancements could be added
sidewalks, roadway improvements, street amenities, lighting and furniture.

ESTIMATED COSTS: Approximately \$1,500,000 - \$1,700,000
TIMEFRAME: Immediate - General Clean-Up
5 - 10 years - Construction

Commercial Boulevard Enhancements

The Town should work with existing and potential future businesses along Commercial Bo
facades, implementing design standards to ensure a high standard of building design and
addition of streetscape amenities, removal of street parking and the construction of a p
should be further studied and detailed design and working drawings should be prepared p

ESTIMATED COSTS: Approximately \$3,000,000 - \$3,350,000
TIMEFRAME: 2 - 7 years

Pedestrian Linkage from Commercial to Basin Drive

Upon the completion of the redevelopment of Basin Drive the Town should negotiate with design property owners on Commercial Boulevard to purchase, and subsequently demolish, the required buildings to construct a pedestrian linkage from Commercial Boulevard to Basin Drive.

ESTIMATED COSTS: Approximately \$100,000 - \$175,000
TIMEFRAME: 5 years

Basin Drive Redevelopment

The Town should complete design development and working drawings for the redevelopment of Basin Drive including streetscape enhancements, the opening of the Silver Shores Waterway for public access, docks and a waterway promenade.

ESTIMATED COSTS: Approximately \$1,000,000 - \$1,275,000
TIMEFRAME: 2 - 7 years

Pedestrian Walkway

A pedestrian walkway should be developed along the Intracoastal Waterway to improve access to the Waterway. Detailed feasibility and design studies should be undertaken to determine safety and special considerations.

ESTIMATED COSTS: Approximately \$100,000 - \$175,000
TIMEFRAME: 3 years

Water Taxi Access

The Town should work with existing water taxi carriers in Southern Florida to determine expanding existing service to Lauderdale-by-the-Sea via the Intracoastal Waterway, or a route that includes Lauderdale-by-the-Sea. Once a carrier and route is determined the Town should encourage the carrier to develop a water taxi docking station west of Tradewinds Avenue on the Intracoastal Waterway.

ESTIMATED COSTS: Not Applicable - Private Carrier
TIMEFRAME: Immediate - Negotiate with Water Taxi Carriers
1-2 years - Service

El Mar Drive Enhancements

Detailed design development and working drawings for the reconfiguration of El Mar Drive with actual construction completed in a phased, block-by-block approach. Enhancements, consistent with the Town's Master Plan, should be incorporated to the greatest extent possible in the detailed design.

ESTIMATED COSTS: Approximately \$6,000,000 - \$9,000,000 for entire length of road
TIMEFRAME: Immediate - Design
2-10 years - Construction

5.1.2 General Recommendations

Revise Existing Zoning Code, including Design Standards

The Town, in order to incorporate the recommendations and projects within the Master Plan, existing zoning code. The purpose of the rewriting would increase flexibility in development, maintenance of desirable land uses and building heights.

In order to create an attractive waterfront and downtown core, design standards should be in select locations in the Town that coordinate with the desired architectural themes and character. Mediterranean, 1950's Art Deco or historical design from the 1920's. Different "character" within the Master Plan and should be used as the basis for the development of Design Standards consistent with the Plan's recommendations.

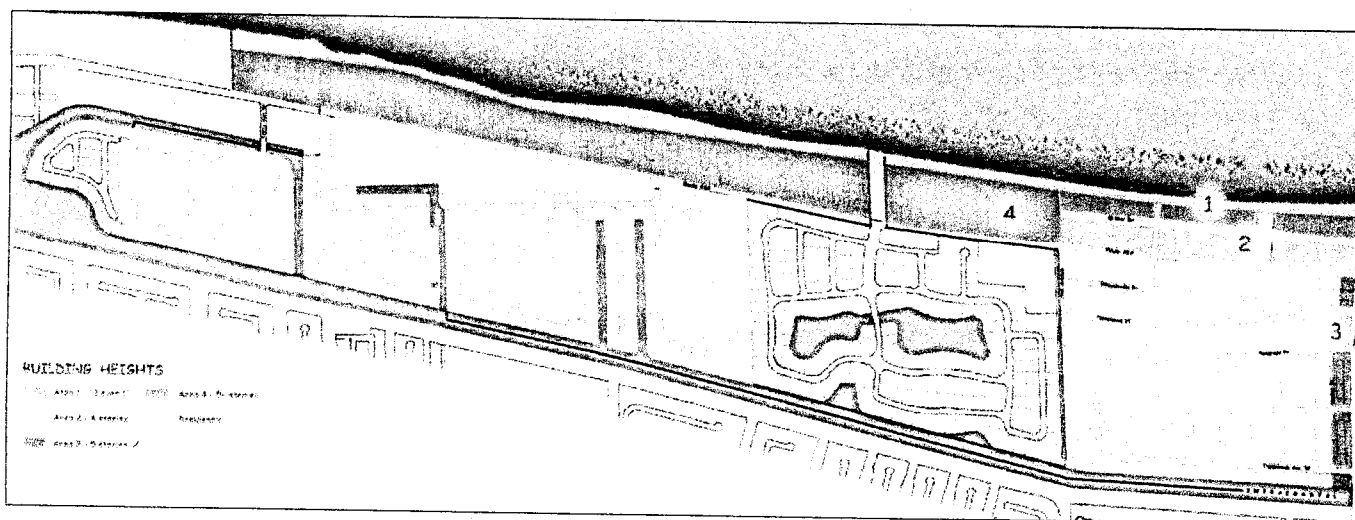
Design standards address, at a minimum, the following building and streetscape criteria:

- Overall Design and Building Style
- Architectural Details
- Building Height, Mass and Setback
- Site and Building Orientation
- Window Coverage
- Signage
- Lighting
- Landscaping
- Screening and Buffering
- Access
- Relationship to Street and Waterfront

Building Heights

Building heights should vary throughout the Town, based on the existing and desirable quality of the specific "character area". The following tables outlines recommended building heights for

Figure 5-1 Proposed Building Heights
 Town of Lauderdale-by-the-Sea

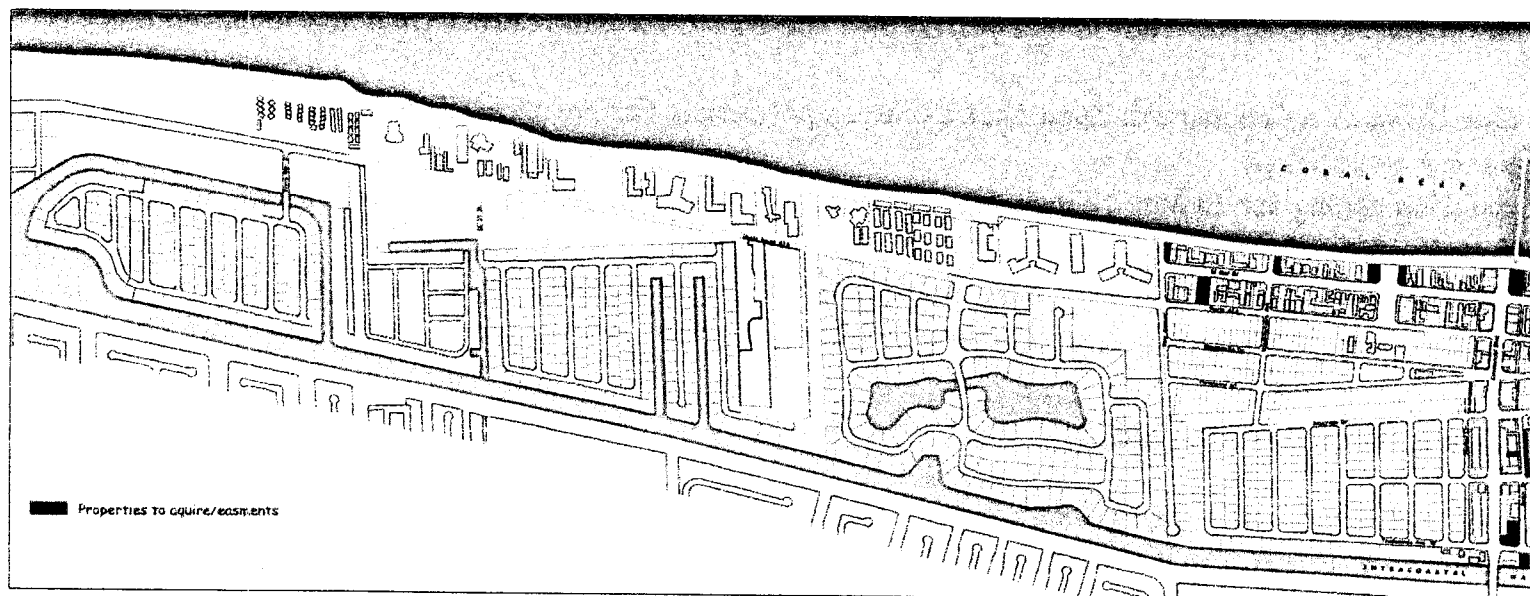


Location	Recommended B
El Mar Drive On the east (ocean) side of the street	"3 Over 1", max
El Mar Drive On the west (land) side of the street	4 Stories, max
State Route A1A On both the west and east	4 Stories, max
Commercial Boulevard From the Bridge to Bougainvilla Drive	5 Stories, max

Town-Wide Land Acquisitions

In order to implement the proposed projects and actions identified in the Master Plan, the Town will acquire specific parcels, as land becomes available. The parcels of the highest priority for Town acquisition and redevelopment are identified on the following map:

Figure 5-2 Land Acquisition Plan
Town of Lauderdale-by-the-Sea



Promote Motel / Resort Development Along El Mar Drive

The Town should encourage the continued revitalization and redevelopment of motels and Drive. Recent trends have begun to show a growing interest for residential development could adversely alter the existing and desirable character of the streetscape, and the Town should determine an appropriate method for ensuring that motels and resorts remain land use along El Mar Drive and begin to implement the determined method. Three potential preserving El Mar Drive as a tourist-oriented waterfront streetscape, with motel and resort

- Creating a Motel Overlay District that is integrated into the current Zoning Code until prepared;
- Re-zone El Mar Drive as a Commercial Zone that excludes potentials for residential development, special use permit or variance;
- Amend the existing zoning for El Mar to include a list of limited uses, as well as design the type and style of development / building; or
- Include provisions for flexibility in development, including offering incentives for flexible requirements, setbacks, lot coverage, etc. (Building heights excluded, as they are controlled)

Adoption of Master Plan by Town Council

In order to ensure compliance with the recommended projects and actions outlined in the Lauderdale-by-the-Sea Master Plan, the Town Council should adopt the Master Plan, and all of the incorporated recommendations, signifying a unified vision for the future development and revitalization of Lauderdale-by-the-Sea.

Portal Design

As beach portals, located at the beach terminus of all east-west roadways in the Town, are designed and constructed, the Town should consider implementing the following design principles:

- Portals should be naturalized to reflect the natural character of the beach and environment
- Each portal should have its own, unique design theme
- Portals should be designed in a manner that will allow them to connect to the Beach Promenade

Portal Land Acquisitions

As parcels, adjacent to any of the existing beach portals, become available for purchase, the Town should consider acquiring the lands and make the land available for public use and access, effectively expanding the size of the beach.

Establish a Downtown Business Association

The Lauderdale-by-the-Sea business downtown community needs to assess the support for revitalization by forming a Downtown Business Association (DBA). This will allow them to move toward revitalization while building excitement and anticipation for the things that can be achieved through the revitalization effort. Although the focus is on the downtown business community, members should include all interested and sympathetic parties. Some DBA's establish a two-tiered membership fee for businesses and governments and a lower fee for sympathetic individuals.

Most such downtown organizations begin as small groups of committed business and property owners who are organizing themselves initially - forming a board, appointing officers and establishing a meeting schedule, opening a bank for a checking account - associations very often test the waters of support for their efforts through regular forums. These forums can be held before or after shop hours. They often feature speakers who are knowledgeable on subjects relative to the revitalization effort and municipal support for such efforts. Speakers include experts from local, county and state government, representatives from successful downtowns from Florida Main Streets, etc.

Through the series of forums the DBA can build support for and membership in its organization. This will allow members and interested others to educate themselves about the options that are available, the efforts, what kinds of downtown revitalization activities they may be interested in pursuing, and how to build support for long-range goals. A downtown BID is a long-range goal that requires the support of the business community inside and outside the downtown business community. Building that support is a long and slow process that can take several years. Support of local government is crucial in this process. A downtown BID should identify the amenities the downtown business community sees as important for itself. A BID in Lauderdale-by-the-Sea can help fund projects the downtown business community has identified as important to its success.

A longer-range goal for downtown Lauderdale-by-the-Sea is participation in Florida Main Street Florida or both. Both programs require a competitive application process and the best-prepared have been working in a committee structure for downtown revitalization for an extended period of formal application. Leaders from both organizations can be available for pre-application consult informational sessions.

The independence offered to the downtown business community by founding its own DBA and its own for strategic planning and implementation can help Lauderdale-by-the-Sea craft a unique identity for itself, drawing investment and visitors to participate in the Lauderdale-by-the-Sea "experience."

Create a Marketing Strategy

The Town should work with the local Chamber of Commerce, existing business owners and the Downtown Business Association to create a marketing strategy for soliciting new businesses in Lauderdale-by-the-Sea. This may include the production of promotional materials and brochures, visits and meeting with potential developers and business owners.

5.1.3 Implementation Matrix

The following matrix provides a concise over view of the recommended projects and actions to successfully implement the Town of Lauderdale-by-the-Sea Master Plan. The matrix includes recommended projects and actions, project purpose, location, estimated development cost and timeframe for development.

Project Overview	Purpose	Location	Estimated Cost
Gateway Development	Enhance and beautify entry points into the Town	Northern, Southern & Western boundaries	\$250,000 - \$500,000 per acre
Neighborhood Access Park	Create a neighborhood destination and water access	SE 15 th Street	\$220,000 - \$300,000
Residential Streetscape Improvements	Improve the quality-of-life for residents of the Town	All primary residential streets	
Beach Access Improvements	Enhance beach access points and linkages	Northern section of the Town	\$100,000 - \$200,000 per access point
Beach Promenade	Create continuous waterfront access	Entire length of Town along the beach	+/- \$500,000
Parking Garages	Centralize and focus parking areas in the Town	Designated locations	+/- \$400,000
El Prado Development	Create waterfront community gathering area	At corner of El Prado and El Mar Drive	+/- \$300,000
Town Hall Expansion	Develop Town Hall Complex with new facilities	At existing Town Hall location	+/- \$200,000
Barrier Island Interpretive Center	Create a signature development & tourism catalyst	Corner of Commercial and El Mar Drive	+/- \$400,000
Pedestrian Mall Development	Create pedestrian-only circulation space	Commercial Blvd. east of State Route A1A	+/- \$1,000,000

Project Overview	Purpose	Location	Estimated Cost
Pedestrian Alleys	Develop existing Alleyways into desirable public space	Rear facades of Commercial Boulevard	+/- 1,500
Commercial Blvd. Enhancements	Promote Commercial as a high-end regional shopping destination	Commercial Boulevard	+/- 3,000
Pedestrian Linkage	Mid-block Connection between Commercial and Basin Drive	Commercial Boulevard and Basin Drive	\$100,000 - \$175
Basin Drive Redevelopment	Redevelopment of Basin Drive with water access	Basin Drive	+/- 1,200
Pedestrian Walkway	Create waterfront access along the Intracoastal Waterway	Intracoastal Waterway	\$100,000 - \$175
Water Taxi Access	Create a waterborne public transportation alternative	Intracoastal Waterway	Not Applicable
El Mar Drive Enhancements	Enhance and Reconfigure El Mar Drive for pedestrians	El Mar Drive	\$6-9 M
Revise Existing Zoning Code	Update Zoning Code to incorporate Design Standards	Not Applicable	\$125
Portal Design Principles	Not Applicable	Not Applicable	Not Applicable
Building Height Adjustments	To include provisions for changes to building heights	Not Applicable	Not Applicable
Portal Land Acquisition	Acquire land adjacent to existing beach portals	At all beach portals	V
Form a Downtown Business Association	To focus business improvement efforts	Not Applicable	\$5
Create Marketing Strategy	To market and attract desirable businesses	Not Applicable	\$75

5.2 Implementation Strategy and Phasing Plan

Developing a Phasing Plan for the recommended projects and actions breaks the various elements and is intended to stimulate maximum private money and investment into the development process. Projects have been prioritized, in order of importance, as determined by input from the residents of Lauderdale-by-the-Sea, as well as their potential to generate additional private interest and investment. Each priority project has been broken into smaller-scale projects, with associated estimated costs entered into the Town's Capital Improvements Program over a number of budget/fiscal years. Outside funding has also been identified for each project. The Town may apply for these sources of financial assistance for implementation of the projects, which are described in further detail in Section 5.3 - Potential Funding Sources.

Priority Project 1 - El Prado Development

	TASK	
Phase 1	Negotiations with Property Developers	
Phase 2	Detailed Design Work	
Phase 3	Preparation of Working Drawings	
Phase 4	Construction Costs	
TOTAL PROJECT COST		

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along El Prado
Florida Communities Trust for the State acquisition of community-based coastal lands, open spaces, and other lands to ensure the preservation, protection and maintenance of valuable land in the State of Florida
Florida Recreation Development and Assistance Program for the development of land for public recreation and the development of trails and outdoor spaces

Priority Project 2 - Beach Promenade (South of Pine Avenue to Town border)

	TASK	PRO
Phase 1	Land and Easement Acquisition	
Phase 2	Detailed Design Work	
Phase 3	Preparation of Working Drawings	
Phase 4	Construction Costs	
TOTAL PROJECT COST		

Potential Outside Funding Sources:

Flood Protection Corridor Program for the purpose of flood control prevention, the preservation of natural resources through restoration and administration

Florida Forever for the acquisition of lands to increase public access to natural resources (ie. the beach and Ocean) and public land management

Florida Greenways and Trails Acquisition Program for the acquisition of lands to be turned into greenways

Florida Recreation Development and Assistance Program for the development of public outdoor recreation and recreational trail systems, such as a multi-use promenade along the beach in Lauderdale-by-the-Sea

Land and Water Conservation Fund Grants for the construction of recreation facilities, trails and other recreational facilities

Public Educational Exhibit Museum Grant for use in the development of exhibitions on the history and culture of the area, interpretive panels on the natural evolution of the environment, to be placed at intervals along the beach

Recreation Trails Program for the development and maintenance of recreation trails and trail-related facilities

Environmental Education International Paper Company Foundation for the development of interpretive and learning stations along the promenade, focused on air and water quality

Marine Turtles Grant for projects that aid in the conservation of marine turtles and their habitats

National Fish & Wildlife Foundation for projects that promote natural wildlife conservation and wildlife management

Priority Project 3 - El Mar Drive Enhancements

TASK		P
Phase 1	Detailed Design Work	
Phase 2	Preparation of Working Drawings	
Phase 3	Construction Costs*	
TOTAL PROJECT COST		

* Could be further broken down (phased) into one block increments

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along El Mar Drive
Community Development Block Grant Program for improvements to community streets, utilities along El Mar Drive that promote economic development
Florida Forever for the acquisition of lands to increase public access to natural resources (ie. the Ocean) and public land management
Florida Greenways and Trails Acquisition Program for the acquisition of lands to be turned into
Land and Water Conservation Fund Grants for the construction of recreation facilities, trails and
Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facilities and infrastructure projects
Transportation Enhancements for projects that include transportation enhancements such as pedestrian facilities and safety

Priority Project 4 -Development of Gateway at western Town border (Commercial Boulevard)

TASK		PRO
Phase 1	Site Acquisition	
Phase 2	Detailed Design Work	
Phase 3	Preparation of Working Drawings	
Phase 4	Construction Costs	
TOTAL PROJECT COST		

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control at gateways into the Town
Community Development Block Grant Program for improvements to community streets, utilities and
National Endowment of the Arts Design Competition for hosting a national design competition for
 "signature" Town gateway

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facilities
 infrastructure projects

Transportation Enhancements for projects that include transportation enhancements such as pedestrian
 facilities and safety

Priority Project 5 - Parking Garage on Commercial Boulevard

TASK	
Phase 1	Conduct Parking Analysis to Determine Need in Community
Phase 2	Complete Feasibility Analysis for Parking Garage Construction
Phase 3	Site Acquisition, once preferred site is determined
Phase 4	Detailed Design Work
Phase 5	Preparation of Working Drawings
Phase 6	Construction Costs
TOTAL PROJECT COST	

Potential Outside Funding Sources:

Community Development Block Grant Program for improvements to community streets, utilities
National Endowment of the Arts Design Competition for hosting a national design competition for
"signature" parking garage in the Town of Lauderdale-by-the-Sea
Section 108 Loan Guarantee Program for an alternative funding source for large-scale public for
infrastructure projects

Priority Project 6 - Pedestrian Mall (Commercial Boulevard) and Barrier Island Interpretive Center

	TASK	PRO
Phase 1	Negotiations with Existing Property Owners	
Phase 2	Land Acquisitions, as needed	
Phase 3	Preparation of Working Drawings	
Phase 4	Construction Costs	
TOTAL PROJECT COST		

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along Commercial Boulevard
Coral Reef Conservation for projects that prevent reduce degradation of coral reefs and reef habitats
Cultural Facilities Program for the acquisition and construction of cultural facilities, such as the Barrier Island Interpretive Center

Harry Chapin Foundation for community and environmental programs to be held at the Barrier Island Interpretive Center

Land and Water Conservation Fund Grants for the construction of recreation facilities and parks

National Endowment of the Arts Design Competition for hosting a national design competition for the "signature" Barrier Island Interpretive Center

Public Educational Exhibit Museum Grant for the development and presentation of exhibitions on the history of the area which may be included in the Barrier Island Interpretive Center

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facilities and infrastructure projects

State and Territory Coral Reef Management for the support of projects (Underwater Park) aimed at the protection and management of coral reefs and associated fisheries

Surdna Foundation Environment Program for projects that promote the beneficial use of natural resources

Priority Project 7 - Basin Drive Redevelopment

	TASK	
Phase 1	Negotiations with Existing Property Owners	
Phase 2	Land Acquisition, as necessary	
Phase 3	Detailed Design Work	
Phase 4	Preparation of Working Drawings	
Phase 5	Construction Costs	
TOTAL PROJECT COST		

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along Basin Drive

Community Development Block Grant Program for improvements to community streets, utilities along Basin Drive that promote commercial revitalization and economic development

Florida Forever for the acquisition of lands to increase public access to natural resources (ie. Silver Shores and the Intracoastal Waterway) and public land management

Florida Greenways and Trails Acquisition Program for the acquisition of lands to be turned into trails

Florida Recreation Development and Assistance Program for the development of public outdoor recreation and recreational trail systems, such as a multi-use promenade along the Silver Shores Waterway

Land and Water Conservation Fund Grants for the construction of recreation facilities, trails and trails

Recreation Trails Program for the development and maintenance of recreation trails and trail-related facilities

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facilities and infrastructure projects

5.3 Potential Funding Sources

There are a number of funding implications associated with implementation of the Town of Lauderdale Master Plan. These may include administrative costs associated with local management of the design actions, capital and revenue costs associated with project implementation and costs related to the long-term care and maintenance of successfully completed projects.

Designated projects may be covered in the Town's Capital Improvements budget, while other projects may require additional financial support from other sources, outside of general Town revenues. A key element in obtaining support from outside sources is the ability of the Town to provide a local match, which may be in the form of provision of materials and labor from the Town and the use of volunteer or staff time to provide a match.

There are a number of financial resources available for the acquisition of lands, site improvements, for job creation, economic development, environmental conservation and circulation system improvements for pedestrian and bicycle networks. Federal, state, local and private funding sources should be considered for maximum benefit to the Town for the implementation of recommended projects and actions.

There are also various other methods that may be implemented in order to obtain funding for public projects as the implementation of Impact Fees. This section of the Master Plan looks at potential funding sources and alternative means for obtaining funds for Town improvements and enhancements, including an overview of the and the identification and description of local, state and federal funding sources.

5.3.1 Public Funding Sources

The following list of funding opportunities reflects options available for development projects in Lauderdale-by-the-Sea. The list should not be considered comprehensive, as new funding opportunities are becoming available and the Town may have knowledge of additional funding resources available at any given time. The list provided below, which was compiled by Peter J. Smith & Company, Inc., is a sampling of funding alternatives which may be pursued by the Town. Each source includes the type of funding, eligible projects and contact information; the contact should be consulted in order to obtain more information and to find out the current status of the funding program.

Broward Beautiful Community Grant Program

Description:	The intent of this grant opportunity is for the beautification of communities through litter control. The grant program has been established to provide funding for community clean-up and to bring practical solutions to the aesthetic problems that exist in Broward County.
Eligibility:	Local governments, businesses, community organizations and neighborhoods.
Awards:	Up to \$10,000
Contact:	Neil Sterling, Chair of the Broward Beautiful Committee

Community Development Block Grant Program

Description:	This program provides eligible municipalities the opportunity to compete for funding for local housing, streets, utilities and public facilities. The program may be used for "downtown" redevelopment. Applications may be submitted for projects in the following categories - housing, neighborhood revitalization, commercial revitalization and economic development.
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Eligibility: Non-entitlement cities, or cities with a population less than 50,000
Awards: Varies
Contact: US Department of Housing and Urban Development

Cultural Facilities Program

Description: Funding is provided for the acquisition, construction or renovation of cultural facilities. Funds are not eligible to be used for project planning.
Eligibility: Public entity governed by a county, municipality, school district, community college, university, not-for-profit organization or agency of state government
Awards: Ranges up to \$500,000, requires a 2:1 cash match
Contact: Florida Department of State - Division of Cultural Affairs

Flood Protection Corridor Program (FPCP)

Description: Money will be provided for projects that seek to acquire, restore, enhance and protect flood corridors and property for the purposes of flood control prevention. Fundable activities include: flood control, damage reduction projects in flood corridors, preserving wildlife values through habitat restoration, and paying the costs associated with the administration of projects.
Eligibility: Local jurisdictions and nonprofit organizations
Awards: No specific monetary amount provided
Contact: Bonnie Ross, Project Manager - Flood Protection Corridor Program
Department of Water Resources, Division of Flood Management
1416 Ninth Street, Room 1641, Sacramento CA 95814
(916) 654-3620

Florida Communities Trust

Description: This is a grant program that provides funding to local governments for community-based parks, open spaces and greenways that further outdoor natural resource protection needs.

Eligibility: Local communities in the State of Florida

Awards: Varies

Contact: Florida Communities Trust
2555 Shumard Oak Boulevard
Tallahassee, FL 32399-2100
(850) 922-2207

Florida Forever

Description: This program is aimed at land acquisition for conservation of natural damaged environmental systems, water resource development and supply, access to natural resources, public land management and increased protection of resources by acquisition of conservation easements.

Eligibility: Local communities in the State of Florida

Awards: Varies

Contact: Florida Department of Environmental Protection - Division of State Lands
3900 Commonwealth Boulevard
Mail Station #140
Tallahassee, FL 32399-3000
(850) 245-2784

Florida Greenways and Trails Acquisition Program

Description: Grants are provided to communities for the acquisition of land for greenways projects.

Eligibility: Municipalities, not-for-profit organizations and individual citizens of the State

Awards: Varies

Contact: Cindy Radford
Florida Department of Environmental Protection
Office of Greenways & Trails
(850) 488-3701

Florida Recreation Development and Assistance Program

Description: This program provides grants for the acquisition or development of land for recreation use. Funds may be used to acquire or develop land for outdoor recreation or to construct or renovate recreational trail systems.

Eligibility: Municipal or county governments with the legal responsibility to provide public recreation options

Awards: Varies

Contact: Florida Department of Environmental Protection - Division of Recreation and
3900 Commonwealth Boulevard
Tallahassee, FL 32399
(850) 488-7896

Land and Water Conservation Fund Grants

Description: The purpose of this grant is to provide "close-to-home" park and recreation facilities for residents throughout the United States. The grant money may be used for recreation facilities, trails and greenways.

Eligibility: Communities nationwide

Awards: 50% matching grant - no monetary cap given

Contact: National Park Service

National Endowment of The Arts Design Competition Grant

Description: The purpose of this grant is to stimulate excellence in design in the planning and execution of design competitions. All grant moneys received must be used for projects directly related to the administration of the design competition. Projects are not limited to, competitions for museums, schools, performing arts spaces, waterfronts or transportation facilities. Projects are intended to be of national significance and increase popular awareness of the importance of design in life.

Eligibility: Communities nationwide

Awards: No specific monetary amount provided

Contact: Director of Design, National Endowment of the Arts
1100 Pennsylvania Avenue NW, Nancy Hanks Center, Room 726
Washington, DC 20506-0001

Public Educational Exhibit Museum Grant

- Description:** This grant supports the development and presentation of exhibitions on the human occupation of Florida through the use of artifacts, graphics, audiovisual panels and educational components.
- Eligibility:** Departments or agencies of the state, units of county, municipal or local government corporations, partnerships or other organizations.
- Awards:** Awarded in the form of 50/50 matching funds, no monetary cap provided
- Contact:** Florida Division of Historical Resources

Recreation Trails Program

- Description:** This grant program, authorized in 1998 under the Transportation Equity Act Century (TEA-21), provides funds to develop and maintain recreational trails facilities for both non-motorized and motorized recreational trail uses, including limited to, hiking, bicycling, in-line skating and off-road motorcycling.
- Eligibility:** Communities nationwide
- Awards:** Maximum grant of \$250,000
- Contact:** Office of Greenways and Trails, Department of Environmental Protection
Mail Station #795
3900 Commonwealth Boulevard
Tallahassee, Florida 32399-3000

Section 108 Loan Guarantee Program

Description: This program offers local governments a source of financing for economic scale public facility projects and public infrastructure projects. Samples that have been approved in recent years include office buildings, retail stores, parking lots, hotels and motels, waterfront commercial and recreational developments, and business incubators.

Eligibility: Local governments in the State of Florida

Awards: Cap per local government is \$7,000,000 in loan guarantees

Contact: Millie Schroeder, Planning Manager - Florida Department of Community Affairs
(850) 922-1885
millie.schroeder@dca.state.fl.us

Special Category Grants

Description: This grant money is provided to assist major archaeological excavation projects and major museum exhibit projects involving the development and interpretation of information on the history of Florida, including interpretive exhibits.

Eligibility: Departments or agencies of the state, cities, counties and other units of government, not-for-profit organizations

Awards: \$50,000 to \$350,000 with a local cost share equal to the funds provided

Contact: Florida Division of Historical Resources

State and Territory Coral Reef Management

Description: The purpose of this grant is to support projects aimed at the conservation and management of coral reef's and associated fisheries in jurisdictions, such as Florida.

Eligibility: State, County, City and Town governments

Awards: Matching grants - no specific monetary amount provided

Contact: Department of Commerce - National Oceanic and Atmospheric Administration
Ruby Farrior, Administrative Assistant
(301) 713-0922 ext. 104
Ruby.Bellows@noaa.gov

Transportation Enhancements (TE)

Description: Funds from this grant are designated for transportation enhancement activities including pedestrian and bicycle facilities, pedestrian and bicycle safety and education programs, and conversion of abandoned railroad corridors to trails.

Eligibility: States, local governments and non-governmental organizations

Awards: 80% of total project cost, with 20% paid by the project sponsor

Contact: Federal Highway Administration
<http://www.enhancements.org/>

5.3.2 Private Funding Sources

Coral Reef Conservation

Description: Grants are given to projects that reduce and prevent the degradation of associated reef habitats, reducing impacts from pollution, fishing activities, etc.
Eligibility: None specified
Awards: No specific monetary amount provided
Contact: www.nfwf.org/programs/coralreef.htm

Environmental Education International Paper Company Foundation

Description: Funds may be used for environmental education programs, particularly on using the outdoors as a classroom and air and water quality.
Eligibility: None specified
Awards: No specific monetary amount provided
Contact: Phyllis Epp, Executive Director
(203) 541-8000

Harry Chapin Foundation

Description: Grants are given for community education and environmental programs
Eligibility: None specified
Awards: Up to \$10,000
Contact: Leslie Ramme, Harry Chapin Foundation
196 East Main Street, Huntington, NY 11743
(631) 423-7558

Marine Turtle Grants

Description: Funds may be requested for conservation, education or research projects that support the conservation of Florida's marine turtles and do not cause harm to their natural habitat.

Eligibility: Coastal local governments, educational institutions and Florida-based non-profit organizations.

Awards: No specific monetary amount provided

Contact: (727) 896-8626

National Fish and Wildlife Foundation

Description: Grants are provided for projects that strive to conserve and restore fish, wildlife and plants. Grants are awarded to projects that address priority actions promoting wildlife conservation and the habitats on which they depend and to evaluate the effectiveness of such actions.

Eligibility: Federal, state and local governments

Awards: No specific monetary amount provided

Contact: No contact information provided

Preservation Services Fund

Description: The purpose of this grant is for preservation planning and education efforts that include obtaining professional services in the fields of architecture, engineering, historic preservation planning, fund-raising and law.

Eligibility: Public entities and non-profit organizations

Awards: Matching grants from \$500 to \$5,000

Contact: National Trust for Historic Preservation
(202) 588-6000

Surdna Foundation Environment Program

Description: A number of grants are available through Surdna, all which aim to prevent damage to the environment and to promote more efficient, economically sound, beneficial use of land and natural resources. Grant making principles that Surdna adheres to include governmental support, redesign to eliminate problems, and fostering a population of environmentally informed, responsible activists.

Eligibility: None specified

Awards: No specific monetary amount provided

Contact: (212) 557-0010
request@surdna.org

5.3.3 Impact Fees and Assessment Analysis

The use of impact fees is a relatively new approach being used by municipalities throughout the state to finance the public facilities needed to accommodate new growth and development. The State of Florida is at the forefront of this movement, considered by many to be one of the leading states in the development of practical models and legislation for determining growth-related costs and calculating the impact of construction projects.⁷ The following section describes the history and provides general background on impact fees, which might be useful in determining whether or not this is an approach that could be implemented in Lauderdale-by-the-Sea. The Master Plan will be integral to the impact fee process if implemented, as information is required in the calculation process that identifies what the community will look like in the future (10, 20 years and beyond), or at theoretical build-out.

Although there is much debate on the need for impact fees and the effects on the economy of the state as a whole, as Lauderdale-by-the-Sea, the rationale for imposing impact fees is reasonable. The rationale is based on the general premise that new development should pay the costs associated with the growth that it creates, while existing residents should only be responsible for the costs of improving existing services. Impact fees are intended to be used for operational expenses or to pay for capital improvements to correct existing deficiencies or imperfections.

The State of Florida has passed statewide legislation that affects the ability of municipalities, including Lauderdale-by-the-Sea, to levy impact fees. In Florida, the Growth Management Act of 1985 requires local agencies to maintain adequate service levels for public facilities and prohibits the approval of development that would cause a reduction in service levels. The Growth Management Act does not specifically allow for impact fees, since the courts have ruled that the authority to levy such fees is a function of the Florida Constitution.

⁷ "Impact Fees: Practical Guide for Calculation and Implementation". http://www.impact-fees.com/imp_fees.html.

⁸ Ibid.

Developers do have certain rights regarding the development of impact fees, including the what it is that they are paying for, as impact fees can be a significant portion of the cost. Developers also have the right to know that the projects for which they are paying for are

There are two distinct methods for calculating impact fees, known as inductive and deductive. The inductive method determines the impact cost by determining the cost and the capacity of a particular facility, identifying that as a model for all future facilities. The primary advantage of using this method is that it is absolute. The second advantage is that changes to general growth estimates do not require recalculations. This system is essentially a no-fault impact-fee determination. There are disadvantages to the inductive calculation method, as well. Firstly, the fee is based on a model that does not take into account the unusual or special needs of a community. Additionally, it focuses on the final product and ignores support facilities (ex. administration offices and vehicles).⁹

The deductive method of calculation involves calculating the impact cost by determining the cost of a facility or infrastructure from additional population and commercial or industrial square footage. Growth would be based on the Town's Zoning Code and the specific facilities, which would be identified in the Master Plan, Capital Facilities Plan or policy, that are needed as a result of growth are determined. Facilities, including cost and unique circumstances that determine the need for those facilities, are identified. The impact fee calculated by the deductive method is a function of geography and locally provided service. This method requires a greater level of detail than the inductive method and requires data on both developed and undeveloped properties. The advantage of this method is that it allows for the accommodation of the uniqueness of each agency and requires a proactive planning approach. A disadvantage of this method is that it requires frequent updating and required information must be obtained and compiled.¹⁰

⁹ Ibid.

¹⁰ Ibid.

Specific facilities lend themselves to each of the different calculation methods. Sewage treatment plants, parks, libraries and some police, fire and public facilities are best suited for inductive calculations. Examples of facilities that lend themselves to deductive calculations are streets, sidewalks, water distribution lines, street lighting, storm drainage and fire stations. There are approximately two (22) categories of facilities that can be financed by impact fees, although creative thinking at a higher level could lend itself to others. A sample list of the project categories that could be financed by impact fees, include:

- Streets and thoroughfare facilities
- Bridges
- Traffic control facilities
- Storm drainage facilities
- Utility undergrounding
- Street lighting
- Street trees and median landscaping
- Parks and recreation facilities
- Other public facilities (Civic Center, etc.)
- Law enforcement and fire protection facilities
- Solid-waste collection equipment
- Harbors, ports and airports
- Public arts, museums, historic preservation and cultural facilities
- Mass transit facilities and equipment
- Day-car facilities
- Water treatment and distribution facilities
- Wastewater collection and treatment facilities
- Electric generation and distribution facilities

Impact fees could be used to contribute to financing the public facilities needed to accommodate growth in the Town of Lauderdale-by-the-Sea. Should the Town choose to implement impact fees, it should have an up-to-date Capital Improvement Program that addresses public facility needs. An Incomplete Capital Improvement Program's will result in impact fees that do not generate sufficient revenue to assure that the development "pays its way".¹¹ General recommendations for achieving successful impact fees in any community, such as Lauderdale-by-the-Sea, include:

- Determine realistic Capital Improvement needs
- Develop long-range financing strategies for projects NOT financed through impact fees
- Do not finance operations or current deficiencies with impact fees
- Produce an impact fee report that is available to the public and developers
- Use the deductive calculation method whenever possible and the inductive method when the deductive method for deductive calculations is not available
- Update the impact fees often to ensure assumptions are valid and up-to-date

5.3.4 Special Taxing Districts

Special Taxing Districts are another alternative funding mechanism that could be utilized in Lauderdale-by-the-Sea. The process for implementing a Special Taxing District may be initiated by town officials, or by a group of property owners whom desire extra public services and are willing to pay for them through extra property taxes.

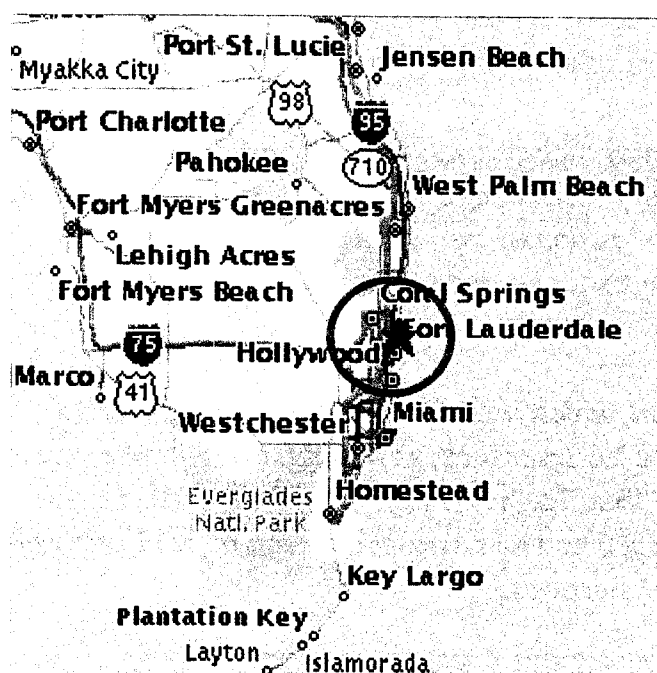
Taxing districts have the power to impose tax burdens upon district property proportionate to the benefits received, as opposed to obtaining revenue for public purposes in proportion to the benefits to it.

¹¹ Ibid.

6.0 Existing Physical Conditions

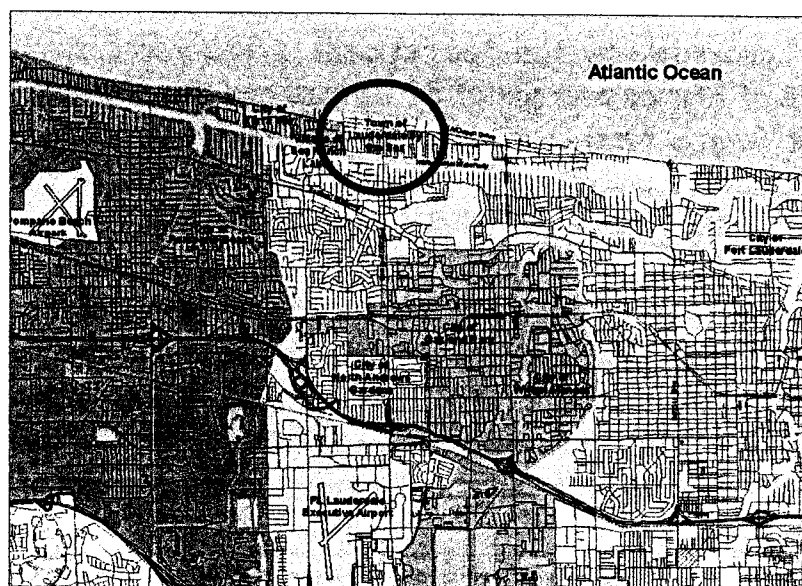
6.1 Regional Context

The Town of Lauderdale-by-the-Sea is situated on a barrier island adjacent to the Atlantic Ocean on the eastern edge of Broward County. Lauderdale-by-the-Sea is nestled between the cities of Fort Lauderdale to the south and West Palm Beach to the north. The western border of the Town is the Intracoastal Waterway, with the Atlantic Ocean to the east. On a regional level, the Town is situated just thirty miles north of Miami and just south of Palm Beach.



Source: www.mapquest.com

Figure 6-1 Regional Context
Town of Lauderdale-by-the-Sea



6.2 Overview of the People

The following section provides a brief overview of the population of the Town of Lauderdale-by-the-Sea, including population characteristics, household characteristics, employment characteristics and education.

Population and Age Distribution

Based on data from the 2000 Census, the population of the Town of Lauderdale-by-the-Sea was 4,850 persons. However, a year after the Census was completed, in 2001, the Town annexed a considerable area adjacent to its existing northern border, almost doubling the population of this charming community. The new Town, which includes all lands in the original town boundaries and both annexed areas, has a population of 9,700 persons.¹² This number, however, does not reflect the seasonal visitors and residents of the community.

The median age of a Lauderdale-by-the-Sea resident is 58.3 years, significantly higher than the median age of 35.3 years, the State of Florida average of 38.7 years and the Broward County median age of 38.7 years. The population of the Town is further evidenced when looking at the age distribution of residents. Over 48% of the Town's residents (48.9%) are over the age of sixty, while only 8%, or 485 persons, are under the age of twenty. The age distribution for the Town is detailed further in Table 7-1.

According to Census data from 2000, there are 3,542 households in the Town, which includes the area added in the 2001 annexation. The average size of a household in the Town is 1.68 persons, which is smaller than the national, State and county averages of 2.59, 2.46 and 2.45 respectively. The Town has approximately 7,500 families. The average family size in Lauderdale-by-the-Sea is 2.28 persons, in comparison to the national average of 2.98, the State of Florida average of 2.98 and the Broward County average of 3.07 persons.

¹² According to information received from the Bureau of Economic and Business Research - the official population for the State of Florida, and Broward County

The Town of Lauderdale-by-the-Sea challenged the 2000 Census data reports, stating that housing statistics were undercounted in the Town, and the Intracoastal Beach Area. The Census challenge ended on 30th, 2003, with the Town being partially successful, as approximately three hundred persons were added to the Town population.

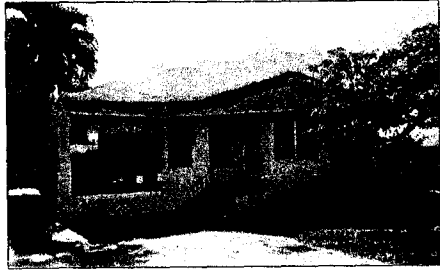
Ethnicity Characteristics

According to the 2000 Census, the racial mix of the Town of Lauderdale-by-the-Sea is 97.1% white, 2.9% other races, including Asian, Hispanic and Native American. The Town of Lauderdale-by-the-Sea has a significantly higher proportion of white residents than both Broward County and the State of Florida. In contrast to the Town, Broward County is 70.6% white, 20.5% black and 8.9% other races. The breakdown of race for the State of Florida is 78.0% white, 14.6% black and 7.4% other races.

Educational Attainment

The Town of Lauderdale-by-the-Sea is a well-educated community, with one-third (approximately 34%) of residents over 25 years of age holding a Bachelor's, Graduate or Professional degree. Furthermore, according to the 2000 Census data, almost ninety percent (88.9%) of these residents have received a high school diploma or high school degree. These numbers are higher than the national percentages of 24.4% and 80.3% respectively, and higher than the percentages of 22.4% and 79.9% and the Broward County percentages of 24.5% and 82.0%.

Housing Attributes



Sample of existing housing stock

According to the most recent Census data, there are 6,125 housing units in Lauderdale-by-the-Sea. Of that total, 3,542, or 57.8%, are occupied and 42.2% vacant. However, these numbers tell only a partial story of the housing situation in the Town, as a large number of residential owners are not full-time residents. Trends indicate that many houses are used as secondary, winter residences for people living elsewhere, creating a higher level of vacancies than one might expect in a community. Of the total 2,583 documented vacant housing units, 1,844 units are for seasonal use. This leaves only 439, or 17%, of the existing vacant units for rent, for sale or otherwise vacant. Occupied housing is more prevalent than rental housing in the Town. Of the 2,513 units, are owner occupied. Approximately twenty-nine (29) percent, or 1,029 units, are renter occupied. Town average household sizes differ between owner occupied and renter occupied units. The average household size for owner occupied units is 1.76 persons, while the average household size for renter occupied units is 1.16 persons.

Over one-half (54.4%) of housing structures in the Town were constructed between 1950 and 1979. New housing construction dwindling significantly over the past two decades. This decrease in new construction is due to a lack of developable and vacant land in the Town. The construction of new housing units in the Town is compared with housing construction statistics throughout Broward County, Florida and the United States. Over the past decades, Broward County has developed 40.7% of their total housing units, the State of Florida has developed 33.3% of their total units and, when looking at all of the housing unit development in the United States, 33.3% have been constructed over the last two decades. These numbers are drastically higher than in the Town, where only 11.6% have been constructed over the past twenty years (1980 - 2000).

Single Family Residential

As a single land use category, Single Family Residential land uses comprise the largest percentage of land in the Town of Lauderdale-by-the-Sea, accounting for 37.2%, or 233 acres of the total land area. Single family developments are generally located directly east of the Intracoastal Waterway. In the southern end of the Town, single family residences are generally all lands between the Intracoastal Waterway and Seagrape Drive. In the northern end of the Town single-family neighborhoods include three residential nodes, which are identifiable as Bel-Aire, Palm Club, and Palm Breeze. All three residential enclaves are located directly east of the Intracoastal Waterway and are separated from the rest of the Town by State Route A1A, or Ocean Drive.

Multi-Family Low Medium, Medium, High and Under Construction

When the four multi-family land use categories are combined together they account for approximately 10.5% of the available land in the Town, equaling approximately 66 acres. Multi-family land uses include all two-family units, multi-family structures (condominiums, etc.) and those units that cater to seasonal residents, including vacation homes and rental apartments. The multi-family units are located primarily along the eastern and western ends of the Town, along State Route A1A, as well as along El Mar Drive, Bougainvillea, Poinciana and Hibiscus Avenue.

Commercial

Commercial land uses in the Town include retail spaces, bars and restaurants and professional services. The majority of commercial uses are focused along Commercial Boulevard between the beach and the Intracoastal Waterway. Additional limited commercial uses are scattered along State Route A1A, or Ocean Drive. Commercial land uses account for a total of approximately 32 acres in the Town, or 5.2% of the total available land.



Land Uses along Commercial Boulevard

Mixed Use

Mixed Use land uses comprise a minimal amount of land within the Town, accounting for only 1.5% of the land area. There is only one designated parcel of mixed use, which provides for commercial-retail use on the ground floor with thirty dwelling units above.

Park and Recreation

Just under four (4) percent, or 22.7 acres, of the land in the Town is designated as park, recreation, or open space. The largest of these spaces is the newly developed Municipal Park, located west of the existing town center.

Community Facility

There are three community facilities in the Town that account for 8.5 acres of land, or 1.4% of the total land area. Community facilities in the Town include Town Hall, the Community Church and Assumption Catholic Church.

Beach

The beach accounts for 20.7 acres, or 3.3%, of land in the Town - the largest open space area.

Vacant

Land with no apparent use that is not wooded or maintained as open space and has no buildings is currently slightly less than three acres of undeveloped, vacant land in the Town of Lauderdale-by-the-Sea. The largest vacant parcel is over one acre in size, creating limitations for development/redevelopment. However, these parcels may have potential as development sites, open space buffers or small, pocket recreation areas.

Water

Approximately 53.9 acres, or just under ten (10) percent of Town area is dedicated to water uses. Th various canals and waterway systems that run through the Town, including Silver Shores Waterway in portion of the Town. Not included in this number is the Atlantic Ocean.

6.4 Existing Zoning

The Town of Lauderdale-by-the-Sea currently has eleven zoning classifications, five of which were recent annexations were completed. With the annexations, the Town agreed to administer the p County Zoning Code for the SRCC and Intracoastal Beach area and maintain the existing land use currently in the process of updating their Zoning Code but is still using the existing Code descri The existing zoning classifications divide the Town into residential and business areas and are d table below:

Table 6-3 Existing Zoning Classifications
 Town of Lauderdale-by-the-Sea

Zoning Classification	Primary Uses
RS-4	Single-Family Residence (4 Units per Acre)
RS-5	Single-Family Residence (5 Units per Acre)
RD-10	Residences-Duplex (1 Unit per lot on lots of 80' or less)
RM-15	Residence, Apartments, Motels (15 Units per Acre)(30 Units per Acre - Hotel)
RM-16	Residence, Apartments, Motels (16 Units per Acre) (32 Units per Acre - Hotel)
RM-25	Residence, Hotels, Multiple Dwellings (25 Units per Acre)(50 Units per Acre - Hotel)
RM-50	High-Rise, Motel, Hotel (No Maximum Density Specified)
R-5	Motel District
B-1A	Business, Retail, Restaurants
B-1	Business, Retail, Restaurants
PUD	Planned Unit Development District
Other	Un-Zoned Water, Beach Area and Municipal

Source: Town of Lauderdale-by-the-Sea Comprehensive Plan, 2003

6.5 Circulation Characteristics

6.5.1 Vehicular Circulation

The Town of Lauderdale-by-the-Sea is advantageously located within a short drive of some of the region's major traffic and vehicular corridors, providing easy access between the Town and regional attractions including downtown Fort Lauderdale, Miami and the Hollywood-Fort Lauderdale International Airport.

Commercial Boulevard bisects the Town in an east-west direction, with the Commercial Boulevard Bridge opened in 1965, providing the only access across the Intracoastal Waterway from the Town to the mainland. Commercial Boulevard, a four-lane divided roadway, continues out of the Town west to the Sawgrass Mills. Interstate 95 is located west of the Town but is easily accessible from Commercial Boulevard and is one of the most prominent vehicular thoroughfares in the State, providing efficient traffic routes to almost all major destinations. State Route A1A traverses the Town in a north-south direction, providing the only direct route from the Town to areas north and south. State Route A1A, a three-lane roadway, is located on the eastern side of the Town and, in some areas, is the closest waterfront roadway in the Town. Both State Route A1A and Commercial Boulevard are classified by the Florida Department of Transportation as State Minor Arterials.¹³

El Mar Drive, which begins at Palm Avenue and continues to Pine Avenue, is a beachfront roadway that provides an alternative waterfront route in the southern half of the Town. El Mar Drive carries two lanes of traffic in each direction, with a landscaped median down the center. Back out parking from existing businesses is located on both sides of the road.

¹³ Town of Lauderdale-by-the-Sea Comprehensive Plan, 2003

6.5.2 Water-Based Circulation

The Atlantic Ocean is the primary water resource in the Town of Lauderdale-by-the-Sea easternmost boundary. There is no designated boat access from any point within the Town.

The Intracoastal Waterway is a navigable channel that separates the Town of Lauderdale-by-the-Sea from the Florida mainland. Connected to the Intracoastal Waterway are a small number of navigable channels providing access to various residential and commercial neighborhoods. Access, by boat, is possible to the Intracoastal Waterway from two inlets, the Hillsboro and the Port Everglades. The Town has several miles of frontage along the Intracoastal, however it is almost fully developed and is predominantly privately owned. At one time a water taxi service was available in the Town, providing water-based transportation between Lauderdale-by-the-Sea and Fort Lauderdale. The service has been discontinued in the Town and now operates in the City of Fort Lauderdale.

6.5.3 Pedestrian Circulation

Lauderdale-by-the-Sea has an extensive sidewalk system on heavily traveled retail, service, and commercial roadways that provide easy pedestrian movement around the Town. However, many residential streets lack sidewalks. The existing sidewalks allow for safe movement and are prevalent on the major thoroughfares including State Route A1A and Commercial Boulevard. State Route A1A is a designated bicycle route with distinguished bike lanes in the northern section from Pine Avenue to the northern Town boundary. Commercial Boulevard also has marked bike lanes that run from State Route A1A to the western Town boundary.

El Mar Drive, the Town's waterfront roadway that runs parallel to State Route A1A, is a two-lane, double medianed road. El Mar Drive subsequently, serves as an excellent pedestrian and bicycle route.

Public Transportation

Broward County Transit provides public transportation in, and around, the Town of Lauderdale-by-the-Sea. Two routes service the Town; providing access to regional destinations, including but not limited to downtown Fort Lauderdale, Las Olas Boulevard, Birch State Recreation Area, Oakland Park Boulevard, Pompano Square, and north including Coral Springs, Tamarac, North Lauderdale and the Fort Lauderdale Executive Airport. This service is provided to the entire County transit system, which provides extended route service to the Miami-Dade and Palm Beach County systems.

On a more localized level, the Town began a shuttle service in June of 2002 known as the Pelican Hopper, which is subsidized by Broward County Mass Transit and provides residents with free access to major areas around the Town. In addition, the Hopper also offers service from Lauderdale-by-the-Sea to the Fort Lauderdale Beach Community Center. At the Beach Community Center, riders can catch the Fort Lauderdale Beach Community Bus, which continues on to the Coral Ridge Shopping Center, free of charge.

The Pelican Hopper is available seven days a week, with regular routes between 9 AM and 5 PM, Monday through Saturday. The weekend routes differ from the weekday routes, as transportation into Fort Lauderdale is not available on Sunday. The Sunday afternoon Pelican Hopper routes runs along Commercial Boulevard between the Waterway and Anglin Square.

6.6 Resource Identification

The following resources are currently located in the Town and add to the distinctive character of Lauderdale-by-the-Sea. Resources have been broken into the following categories: Historic Resources, Cultural Resources, Recreation Resources and Scenic Resources.

6.6.1 Historic Resources

Demko House

The Demko House is the only historic site in the Town of Lauderdale-by-the-Sea that is listed in the National Register of Historic Places. It is also listed in the State File of Historical Structures through the State Division of Historical Resources. Originally a Homestead, this was the second home built by Melvin I. Anglin for his family. This two-story house is located at the corner of State Route A1A and Datura and, according to the official list, was built in 1925. The house is still in use as a residence, just as originally intended.

Friedt Home (Villa Serena)

Located on the west side of El Mar Drive at the corner of El Prado, this bungalow style house is part of the Villas-by-the-Sea resort complex. This structure was the original first home of Glen Friedt, which they later expanded to accommodate their family and friends. The Friedt family was one of the pioneering families to settle in Lauderdale-by-the Sea.

6.6.2 Natural Resources

Coral Reefs

The coral reefs that run parallel to the Town's shoreline are one of the most distinctive and extraordinary resources within the Town. Lauderdale-by-the-Sea is recognized as the "Scuba Diving Capital of the World" offering some of the finest beach diving in North America with three distinctive limestone reefs. The first, second and third reefs provide a wide array of tropical fish, soft corals and a variety of sponges. The first, second and third reefs are respectively referred to as the first, second and third reefs, provide diving opportunities for all levels of divers, from beginners to the most experienced and knowledgeable divers.

The first reef is located between 100 and 300 feet from the shoreline and ranges in depth from thirty to forty feet. The second reef begins one-half mile from the shoreline and offers more experienced diving opportunities for viewing the unique species in the reef. The second reef is recognized for offering excellent visibility and ranges in depth from thirty to forty feet. In efforts to protect and preserve the natural assets in the reef from damage from boats and anchors, permanent mooring buoys are visible at the Ocean along the reef. The buoys also serve to designate the boundaries of a Safe Swim Area. The farthest reef begins one-mile from the shore, with depths that range from sixty to one hundred feet.

In addition to the natural and scenic qualities of the reefs themselves, there are also a number of wrecks off the coast of the Town, and in the near vicinity that may be explored by divers. Wrecks located within the boundaries of the Lauderdale-by-the-Sea waterfront include: the Copenhagen, the Hall of Fame, the Lauderdale-by-the-Sea, the Anglin Pier Ledge and the Rebel.

6.6.3 Recreation and Cultural Resources

Anglin Fishing Pier

Originally constructed by the founder of Lauderdale-by-the-Sea, Melvin Anglin, the Fish Pier is located at the eastern end of Commercial Boulevard and extends approximately 900 feet into the Atlantic Ocean. The Pier structure is privately owned and access to the Pier requires a \$1.00 admission fee. A number of services are located at the Pier, including restrooms, a small restaurant facility, a tackle shop, and a parking lot. In addition to the use of the Pier as a desirable fishing facility, the Pier also provides opportunities for pedestrians and on-lookers and offers waterside views of the shoreline. The end of the pier is approximately fifteen feet deep and is attractive to a wide array of fish, including catfish, pompano, ladyfish and herring.

Chamber of Commerce

In addition to assisting and promoting the businesses of Lauderdale-by-the-Sea, and as a Florida destination, the Chamber organizes a number of events and activities throughout the year. The Chamber offers these special events in an effort to bring members of the business and resident community together and to promote goodwill between residents and visitors. Twice a year the Chamber sponsors the "Art and Crafts Show" for local and visiting artisans and craftsmen to display their wares. The Chamber also sponsors an annual event that is also organized by the Chamber of Commerce. The Taste-of-the-Sea is a festival where you can sample a variety of foods and drinks from local restaurants, enjoy live entertainment and take part in a silent auction. The Chamber of Commerce, located at 4201 Ocean Drive, provides a Welcome Center for visitors. The Welcome Center is open seven days a week and provides information on restaurants, lodging, services and attractions. Member businesses may display brochures and information at the Welcome Center.

Chamber of Commerce Park

Located directly north of the intersection of State Route A1A and Bougainville Drive, this pocket of land is approximately 0.4 acres in the Town.

Community Church

The Community Church, located at 4433 Bougainville Drive, hosts a number of events and plays a significant portion of their funding provided by the Town of Lauderdale-by-the-Sea.

Municipal Park

Municipal Park is a 2.4-acre public recreational facility located directly west of the Town Hall corner of Bougainville and Poinciana Drive. The park recently underwent a \$700,000 expansion and renovation of which was matched by two State of Florida Recreation Development Assistance Grants. Amenities at the park include tennis courts, a playground, a basketball court, horse shoes, a practice soccer field, bocce ball, public restrooms and benches.

Public Beach Area

In addition to adding population and acreage to the Town, the annexations also resulted in the addition of beach area in the Town of Lauderdale-by-the-Sea. Today, the Town is home to a two-mile strip of beach along the Atlantic Ocean. The public beach area is defined as the portion of the beach lying between the Town line and the private beach areas associated with the tourist and residential properties. Total land area adjacent to the beach in the Town is approximately 36.9 acres. According to information supplied in the Town's Comprehensive Plan, the width of the beach ranges from 96 feet to 207 feet. The beach tends to be narrower at the northern and southern tips of the Town, and wider as one approaches the center of the Town.

Public access to the beach is more identifiable in the southern area of the Town, where it is generally located at the end of each of the Town streets that run east-west and terminate at the beach. These beach access areas are currently in the process of being updated and redeveloped to create more prominent beach entry points and improve the overall aesthetic quality of the beach. Improvements are set to include walkways, showers, benches and possibly small, passive structures. Public beach access is located at the terminus of Pine Avenue, Washington Avenue, El Prado, Commercial Boulevard, Hibiscus Avenue and Palm Avenue. Public beach access in the northern area of the Town is located at the beach easements located adjacent to the Sea Watch Restaurant and Cristelle Condominiums. There are two private beach clubs in the northeast area of the Intracoastal Beach Area that provide access to single family residences located on the western side of State Route A1A.

Snorkel Trail

The Town has recently completed a recreational snorkeling trail for residents and visitors. The trail begins at the foot of Datura Street, one block south of Commercial Boulevard and the Intracoastal Beach fishing pier. An effortless swim from shore, the snorkel trail is visible from the shore and is marked by a white swim bouy. The snorkel trail, confined within a 100 x 20 foot area, extends 100 and 150 feet south of the white swim bouy. The trail lies in twelve to fourteen feet of water at low tide. Constructed by the Marine Archaeological Council, the shipwreck snorkel trail and the shipwreck trail were dedicated in May 2002, after construction began in February 2002. The entire project was completed through donations and volunteer help.

Town Hall

The Town Hall complex is located on the western side of State Route A1A, at 4501 Ocean Drive, facilities for Town officials, the Town's police force, fire service and the Public Works Department located on this site and includes the Commission chambers and a Senior Center, with a kitchen and seating potentials for up to one hundred fifty people. Residents can reserve the facility, and resource is used as a meeting and event location for a number of local clubs and organizations. A has also been erected on the site north of Jarvis Hall, next to the volunteer Fire Department, f EMS. Town officials are currently reviewing plans and alternatives for the redevelopment of the complex and the relocation of a number of the existing on-site services to other locations in the Works Department is already slated to move to a building two miles west of Town Hall, on Comm Modular buildings, adjacent to the Town Hall complex have been erected and are currently housing Town employee offices.

Town-Sponsored Events

The Town of Lauderdale-by-the-Sea understands the importance of encouraging community involvement and annually hosts a number of special events and activities that are free and open to the public. Special events include: an Easter Egg Hunt, a 4th of July celebration and parade, an adult-only Halloween party, Haunted House for children and downtown trick-or-treating and Christmas festivities, such as a ceremony, hayrides and caroling.

6.6.4 Scenic Resources

A number of scenic views and resources have been identified within the Town and are located in the Opportunities and Constraints Analysis Plan (Figure 7-2).

The most prominent views in the Town are from inland outward to the Atlantic Ocean. The views are evident in the southern section of the Town, where there are a number of roads that run west direction and terminating at the beach. Spectacular waterfront views are also evident along the entire length of the fishing pier, including views of the Lauderdale-by-the-Sea, Fort Lauderdale, and Beach skylines. Due to limited public access in the northern section of the Town, views of the Atlantic Ocean are limited.

Impressive views of the Town are also present along Commercial Boulevard, specifically at the Commercial Boulevard Bridge down the road to the Ocean. Additionally, the Commercial Boulevard Bridge provides a vantage point for observing activities and features of the Intracoastal Waterway to the north and south.

The area in the vicinity of the Silver Shores Waterway is also an excellent location for observing scenic qualities of the Town. One notable view is present looking south from Basin Drive to the Silver Shores Waterway and a second view is evident looking west from the Waterway down the associated canal to the Intracoastal Waterway.

In the northern section of the Town, scenic views have been identified along the canals and in the various residential enclaves.

6.6.5 Existing Constraints

Construction Restrictions

Construction and redevelopment on lands that are located within the 100-year floodplain, the 100-year floodplain, areas of minimal flooding and beach front flood areas should meet criteria established by the Federal Emergency Management Administration (FEMA). Development that is located in any of these areas must, at least, follow minimal finished floor elevations and other FEMA requirements and be in adherence with the minimum finish floor elevations specified in the Federal Flood Insurance Flood Hazard Map for the Town of Lauderdale-by-the-Sea.

In general terms, areas of the Town subject to flood hazards include all beachside properties, as well as the southwest and northwest sectors of the Town. All of these areas are subject to a 100-year flood. Beachside properties are also subject to velocity impacts associated with hurricanes and tropical storms. Other lands in the Town are located in minimal flooding areas or in the area of a 500-year flood.

In addition, all lands east of El Mar Drive are located in the Coastal Construction Setback line and must adhere to a specific set of State regulations.

¹⁴ Town of Lauderdale-by-the-Sea Comprehensive Plan, 2003

Sewer System Characteristics

Although the original Town of Lauderdale-by-the-Sea is connected to the Town's sanitary northern areas are currently part of the Pompano Beach sewer system. In addition 49.4 annexed portion of the Town is presently on septic tanks. The Town has identified the need for sewer service to the annexed areas and is currently undergoing efforts to ensure sewer service to the northern neighborhoods. The construction of a new system is identified in the Town's Comprehensive Program and once the sewer system is installed, it will be transferred to the City of Pompano Beach for on-going maintenance. This will be a multi-year project that will be completed in two phases. The first phase is currently underway. The sewer system that is currently servicing the southern portion of the Town since 1967 and may need to be updated in the future, as additional development/redevelopment occurs.

Drainage Characteristics

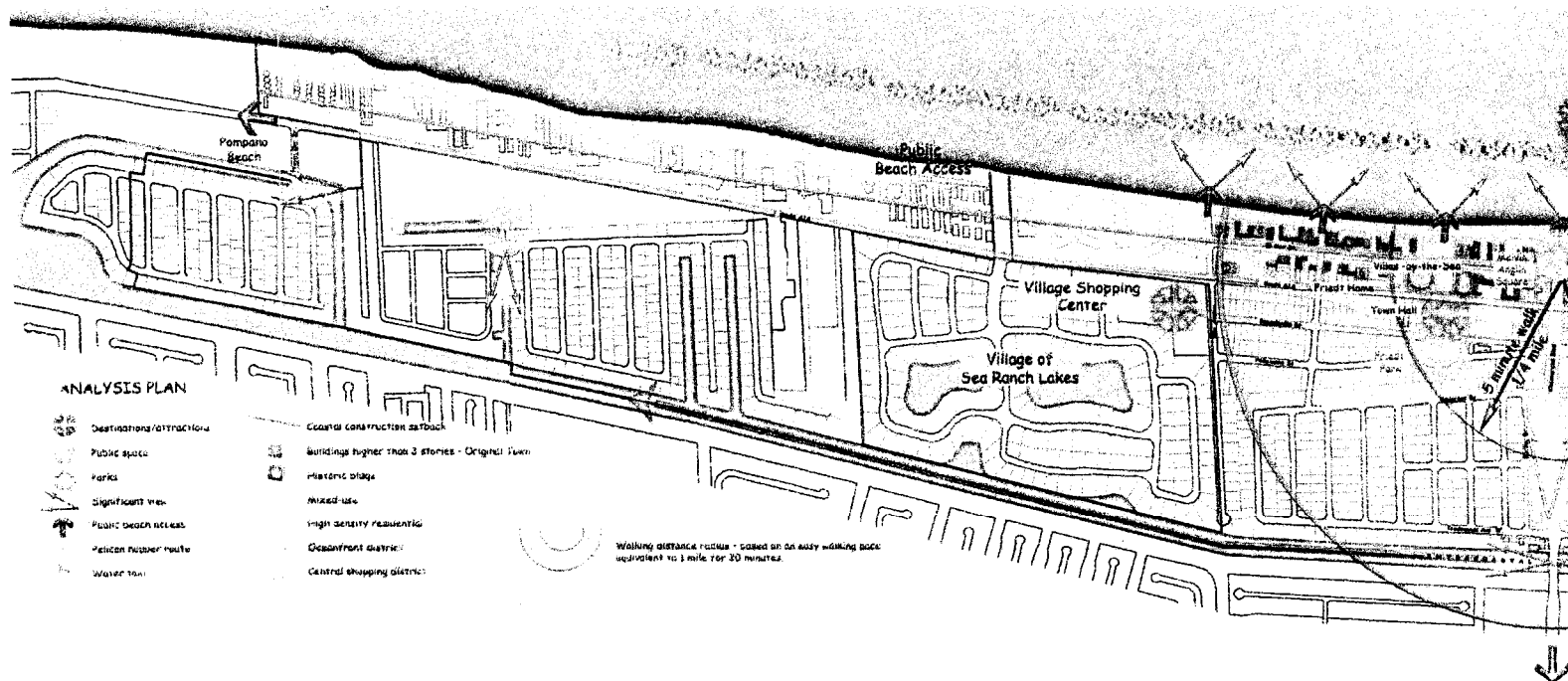
The Town has historically dealt with drainage problems and issues associated with the unique location of the Town and the Town's topography that is defined by its location between the Atlantic Ocean and the Atlantic Intracoastal Waterway. Both the Town and the Florida Department of Transportation, have undertaken efforts to alleviate some of the drainage issues, however some neighborhoods in the Town still experience drainage problems during regular rainfalls. Drainage problems have been identified in the multi-family neighborhoods of Lauderdale-by-the-Sea and in the northern neighborhoods of Bel Air, Terra Mar and Palmetto. Drainage issues in the south is generally attributed to the flat topography, swale paving system. In the north, drainage problems are accredited to the high water table and soil conditions.

¹⁵ Ibid.

6.7 Opportunities and Constraints Analysis

The Opportunities and Constraints Analysis Plan is a compilation of the existing conditions of the Town of Lauderdale-by-the-Sea, both positive and negative, and shows how different site characteristics interact with one another. The Analysis Plan provides a basis for developing more detailed Streetscape and Master Plan Concepts and the attributes found within the Town should be addressed in order to provide for the optimal development of Lauderdale-by-the-Sea.

Figure 6-2 Opportunities and Constraints Analysis Plan
Town of Lauderdale-by-the-Sea, Florida



7.0 Existing Economic Conditions

7.1 Overview of Local and Regional Economy

Employment Composition

The Town of Lauderdale-by-the-Sea is unique in comparison to other communities, in that over one-half of the Town's population, approximately 53.7% of Town residents over the age of sixteen (16) are not actively employed in the labor force. This information, based on 2000 Census figures, is consistent with data that shows that the average age of the Town's population is greater than the average age for retirement. Of those residents in the labor force, almost all, 98.1%, are employed. The percentage of residents over the age of sixteen not in the labor force in the United States, Broward County and the County are notably lower, at 36.1%, 41.4% and 37.3%, respectively.

Occupation and Industry Characteristics

Town residents that are active members of the labor force are involved in a wide array of occupations. Occupations related occupations comprise the largest number of workers in the Town, at 22.7% of the total. For example, Management, Business and Financial Operation professions at 20.7%, Sales Occupations at 17.4% and Administration professions at 14.4%. Healthcare Support and Food Preparation are the least represented occupations by Town residents.

According to 2000 Census data, the largest industries of employment in the Town are Professional, Management and Administrative (18.6%), Finance, Insurance and Real Estate (16.5%), Educational, Health and Social Services (15.7%) and Retail Trade (11.8%). There is no representation in the Town in the Agriculture, Forestry and Hunting, and Mining Industries.

Earning and Income Overview

The median family income for a family in Lauderdale-by-the-Sea is approximately \$61,167, according to the 2000 Census. The median family income is higher than the United States, Florida and Broward County incomes of \$50,046, \$45,625 and \$50,531, respectively. A breakdown of the income levels for the town, county and nation, based on a percentage of the total family population, is located in the table below:

Table 7-1 Family Income Range, by percentage
 Town of Lauderdale-by-the-Sea, Broward County, State of Florida, United States

Income Range	Location		
	LBTs	Broward County	State of Florida
Less than \$10,000	3.7%	5.5%	5.8%
\$10,000 to \$14,999	5.1%	4.0%	4.6%
\$15,000 to \$24,999	10.5%	11.0%	12.4%
\$25,000 to \$34,999	8.9%	12.2%	13.7%
\$35,000 to \$49,999	9.3%	16.6%	18.5%
\$50,000 to \$74,999	20.9%	21.6%	21.4%
\$75,000 to \$99,999	12.9%	12.5%	10.7%
\$100,000 to \$149,999	13.5%	10.2%	7.9%
\$150,000 to \$199,999	5.5%	3.0%	2.3%
\$200,000 or more	6.5%	3.3%	2.9%

Source: US Bureau of the Census

7.2 Existing Business Conditions

The Town of Lauderdale-by-the-Sea must find a way to successfully serve two economic markets, one for the day-to-day needs of residents, and one that attracts and accommodates the influx of tourists and seasonal residents. These two markets, although in many ways compatible, do create opportunities for differences and conflicts with respect to the mix of retail and services offered in the Town.

According to data supplied in the 2003 Comprehensive Plan, the occupancy rates for retail establishments are high, at ninety (90) percent, exemplifying a stable and secure retail foundation in the Town. Professional office occupancy rates are lower (65-80%), but still relatively stable. The potential reasons that have been cited for the lower professional office occupancy rates include oversupply in floor area (locally and regionally), high rents, inadequate parking and access problems and the composition of the surrounding tenant assortment. Parking remains one of the most leading issues in the Town, specifically as they relate to the reliance of on-street parking and the lack of a large, centralized, common parking facility.

7.3 Regional Tourism Characteristics

In 1999, tourism and recreation accounted for 17.3% of the \$13 billion collected in sales and use taxes in the State of Florida and 17% of the \$1.3 billion collected in Broward County. The Division of Economic and Community Development, Joint Legislative Management Committee of the Florida Legislature collects and publishes tax collection data. The following sales and use categories, which are related to the tourism and recreation economy, are included in the data:

- Restaurants and Lunchrooms
- Taverns and Nightclubs
- Jewelry, Leather and Sporting Goods
- Cigar Stands, Tobacco Shops
- Photographers, Photo Supplies
- Gift, Card and Novelty Shops
- Newsstands
- Admissions
- Holiday Season Vendors
- Rental of Tangible Property
- Parking Lots, Boat Dockage and Storage
- Hotels, Apartment Houses, Etc.

The Florida Department of Revenue estimates that visitors contribute 28% of sales and gasoline taxes to the State of Florida. Using data from Broward County, and assuming the Lauderdale-by-the-Sea economy is similar to that of Broward County, it is possible to see the role that tourism plays in the community's economy. The Joint Legislative Management Committee, 1999 taxable spending in the tourism and recreation category was \$46 million.

Tax Collections

The tables below illustrate tourism and recreation sales and use taxes collected in the State of Florida and Broward County in the year 1999.

Table 7-2 Tourism and Recreation Sales and Use Tax Collections, By Amount Collected
State of Florida and Broward County
TABLE 1 of 2

1999	Total Sales and Use Taxes	Restaurants & Lunchrooms	Taverns & Nightclubs	Jewelry, Leather, Sporting Goods	Cigar Stands, Tobacco Shops	Photo Booths
Florida	\$13,091,966,254	\$1,057,543,283	\$133,667,408	\$151,024,698	\$5,598,814	\$1,000,000
Broward County	\$1,383,064,339	\$108,386,611	\$12,964,595	\$15,399,156	\$358,031	\$1,000,000

Source: Florida Department of Revenue

Table 7-3 Tourism and Recreation Sales and Use Tax Collections, By Amount Collected
State of Florida and Broward County
TABLE 2 of 2

1999	Newsstands	Admissions	Holiday Season Vendors	Rental of Tangible Property	Parking Lots, Docks, Storage	Hotels, Restaurants
Florida	\$3,324,345	\$302,969,202	\$764,924	\$166,393,714	\$22,712,466	\$66,000,000
Broward County	\$1,016,320	\$15,171,454	\$89,199	\$18,974,418	\$1,817,645	\$23,000,000

Source: Florida Department of Revenue

Table 7-4 Tourism and Recreation Sales and Use Tax Collections, By Per
 State of Florida and Broward County
 TABLE 1 of 2

1999	Total Sales and Use Taxes	Restaurants & Lunchrooms	Taverns & Nightclubs	Jewelry, Leather, Sporting Goods	Cigar Stands, Tobacco Shops
Florida	100%	8.1%	1.0%	1.2%	0.0%
Broward County	100%	7.8%	0.9%	1.1%	0.0%

Source: Florida Department of Revenue

Table 7-5 Tourism and Recreation Sales and Use Tax Collections, By Per
 State of Florida and Broward County
 TABLE 2 of 2

1999	Newsstands	Admissions	Holiday Season Vendors	Rental of Tangible Property	Parking Lots, Docks, Storage
Florida	0.0%	2.3%	0.0%	1.3%	0.2%
Broward County	0.1%	1.1%	0.0%	1.4%	0.1%

Source: Florida Department of Revenue

The largest category of visitor expenditure is restaurants and lunchrooms, with a projected 7.8% for Broward County, and presumptively, for Lauderdale-by-the-Sea. Combined with taverns and nightclubs, drinking establishments account for 8.7% of the tourism-related tax collections. Predictably, condominiums, apartment houses and similar ventures were the second largest category with 3.1% of collections. Gift, card and novelty, photographers and photo supplies and jewelry, leather and sporting goods are categories where tourists would spend money - accounted for 2.4% of the tourism and recreation sales tax collections.

Bed Tax Collections

According to the Greater Fort Lauderdale Convention & Visitors Bureau, bed tax collections in Lauderdale-by-the-Sea for 2002 were \$521,645, or 3.3% of the total bed tax collections in Broward County. This number is down from the previous year when it was \$530,767, or 3.4% of the total countywide collections. This represents a decrease of approximately 2% between 2001 and 2002. As the table below illustrates, bed tax expenditures in Lauderdale-by-the-Sea and Fort Lauderdale fell between 2001 and 2002. In contrast, the countywide bed taxes collected increased over the same period, increasing 1%. However, it may be noted that the drop in Fort Lauderdale is more significant (6%), then the 2% decrease that was experienced in Lauderdale-by-the-Sea.

Table 7-6 Bed Tax Collections
Broward County, Fort Lauderdale, Lauderdale-by-the-Sea

	2001		2002		Change
	Collections	% of Total	Collections	% of Total	
Broward County	\$15,814,191	100.00%	\$15,975,136	100.00%	\$160,945
Fort Lauderdale	\$8,236,873	52.09%	\$7,775,865	48.67%	(\$461,008)
Lauderdale-by-the-Sea	\$530,767	3.36%	\$521,645	3.27%	(\$9,122)

Source: Greater Fort Lauderdale Convention and Visitors Bureau

According to the Broward County Planning Services Division, Broward County is working on a strategy to reduce its dependence on tourism. However, since Lauderdale-by-the-Sea is almost entirely built out, it is not likely that other industries will target Lauderdale-by-the-Sea for a location. This fact, together with the current number of hotels in the Town would indicate that tourism will continue to prevail as the basis for the local economy. The recent drop in hotel bed tax collections from 2001 to 2002 is cause for concern.

8.0 Community Outreach

8.1 Steering Committee

Representatives chosen for the Town of Lauderdale-by-the-Sea Master Plan Steering Committee were selected based on their input from local officials. The Steering Committee was comprised of representatives from a variety of organizations and businesses, with specialized expertise and special knowledge of the programs and issues related to the Town Master Plan. The Steering Committee held a valuable role in the planning and design process - they provided comments on all portions of the Master Plan, approved all information distributed to Town residents, and approved preliminary draft concept plans, provided valuable background information and data pertinent to the preparation of the Master Plan and accepted the final document before it was formally presented to the Town Council.

The Steering Committee included the following representatives, who volunteered their time, input and knowledge to the successful completion of the project:

- Sandra Booth - Chamber of Commerce
- Diane Boutin - Windjammer Resort
- Katherine Cashman - President of Bel-Aire Homeowners' Association and LBTS Garden Club
- Susan Delegal - Resident
- Ernest Fontaine - Former Vice-Mayor
- Tom Hoshko - Buena Vista Hotel
- Frank Kearney - Resident
- Walter Keller - Town Planning Consultant
- Everett Sorensen - Property Owner
- Bob Terrien, Coral Key Inn
- Robert Waller - Former Commissioner and member of the Volunteer Fire Department

8.1.1 Committee Meetings

Vision Session and Start-Up Meeting

A start-up meeting was held with the Steering Committee on Wednesday, May 14, 2003. The purpose of this meeting was to introduce the designated Committee members and for the overview of the project purpose, review the project schedule, conduct a "visioning session" to establish focus group topics and representatives and determine dates for future meeting sessions.

The "visioning session" included a two-hour discussion between the Consultant and the Steering Committee members regarding the future vision of the Town, existing strengths and weaknesses and that vision and ideas for physical and aesthetic enhancements for the Town. A summary as part of the "visioning session" is included in the Appendix of the Master Plan document.

Regular Committee Meetings

Steering Committee Meetings were held at regular intervals throughout the project duration. The Steering Committee the opportunity to review work completed-to-date and provide comments to the consultant team.

The second Committee meeting, following the start-up meeting, was held on Wednesday, May 21, 2003, at the Town Hall. The intent of this meeting was to provide an overview of the public outreach component, to distribute the project goals and objectives for review, to present graphic plans for consideration and to review preliminary streetscape concepts. The meeting included the presentation

Analysis Plan, Circulation Plan and Signature Development Plan, as well as streetscape concepts for El Mar Drive.

The third Steering Committee meeting was held on Wednesday, September 24th, 2003 in Jarvis. The purpose of this meeting was to distribute the draft inventory to the Steering Committee for review and to finalize the Goals and Objectives distributed at the second Steering Committee meeting and to review concept plans for consideration and comment. The meeting included the presentation of streetscape concepts for El Mar Drive, Commercial Boulevard, El Prado, Basin Drive, Arrival Gateways, Waterfront Promenade, and Access points. The meeting concluded with a presentation of the Concept Master Plan for the city.

The fourth Steering Committee meeting was held on Wednesday, November 19th, 2003 in Jarvis. The purpose of the meeting was to present the final streetscape concepts (Pedestrian Alley and Stationery) to review the design language and draft recommendations. Committee attendees were given the opportunity to make comments and offer suggestions for changes to the document, as presented to date. The Steering Committee was given a full draft copy of the Master Plan and was asked to review the document and send any comments or revisions to the Consultant by December 2003.

8.2 Focus Group Session

Three (3) Focus Group sessions were held in the Town with designated special interest groups, the Steering Committee, to obtain additional information specific to each of the Focus Group topics of Planning & Economic Development, Recreation & Environment and Transportation. The Focus Group sessions consisted of open discussions between representatives and the Consultant, focused on identifying existing conditions, strengths, weaknesses and visions for the Town of Lauderdale-by-the-Sea. Representatives that participated in the sessions were mailed invitations inviting them to participate, and those who did not reply were personally encouraged to join in on the session. The Focus Group Sessions were held on Thursday, July 10th at Jarvis Hall. All attendees were supplied workbooks in order to aid in the expression of ideas and comments on specific topics relevant to the development of the Master Plan.

Each workbook included a series of questions, and responses solicited from the Focus Group participants were summarized in the Appendix of this proposal. Representatives that participated in each of the sessions are listed below:

Business and Economic Development

- Angela Aldawhi, Merchants Association
- Hayder Aldawhi, Merchants Association
- Diane Boutin, Windjammer Resort
- Ken Brenner, Interior Digs
- David Gadsby, Village Grill Restaurant
- Gayle Stroger, Aruba Beach Cafe
- Bob Terrien, Coral Key Inn

Recreation and Environment

- Jack Cooney, South Beach Civic Association
- Cindy Geesey, Property Owner's Association
- Steve Higgins, Broward County Planning and Environmental Protection
- Bill Mason, Town of LBTs Municipal Services
- Roseanne Minnet, South Beach Civic Association

Transportation

- Suzanne Danielsen, Tinter Associates
- Kevin Hart, Town Engineering Consultant
- Walter Keller, Town Planning Consultant
- Ron Piersante, Planning and Zoning Board
- Alan Tinter, Tinter Associates
- Kevin Tyrie, Broward County Sheriff's Department

8.3 Stakeholder Interviews

Throughout the duration of the planning process, regular discussions and interviews were held with representatives, elected officials and residents in an effort to solicit input and feedback regarding the Master Plan document. Additional opportunities for input were extended to those individuals, key local stakeholders, in the form of personal interviews, whom did not have the opportunity to participate in the other community outreach forums (Steering Committee, Public Informational Gathering Sessions, Stakeholder interviews, and informal discussions were conducted with, but not limited to, the following representatives and residents:

- Oliver Parker, Mayor - Town of Lauderdale-by-the-Sea
- John Yanni, Vice Mayor - Town of Lauderdale-by-the-Sea
- David Wessels, Mayor Pro Tem - Town of Lauderdale-by-the-Sea
- Marc Furth, Commissioner - Town of Lauderdale-by-the-Sea
- Ed Kennedy, Commissioner - Town of Lauderdale-by-the-Sea
- Robert Baldwin, Town Manager
- Laura Ward, Assistant Town Manager
- Bill Mason, Public Works Director

8.4 Community Outreach Program

8.4.1 Public Informational Gathering Session

The first Public Informational Gathering Session, held in conjunction with the Town Master Plan project, took place on Thursday, July 10, 2003 at 7:00 PM in Jarvis Hall. Approximately fifty Town residents, in addition to Town officials and Steering Committee members attended and participated in the session.

The purpose of the Public Informational Gathering Session was to solicit input from the general public regarding their ideal vision for the future physical character and development of the Town, as well as the identification and prioritization of Town goals. Workbooks were distributed to all attendees, who had the opportunity to answer a series of questions before turning in the workbooks at the conclusion of the session. Questions focused on issues related to future development and the aesthetic character of the Town, including building heights, desirable land uses, parking needs and waterfront access and programming. The session began with a presentation on the background of the project, an overview of the design philosophy as part of the Master Plan process and a review of the current status of the project. Upon conclusion of the presentation by the Consultant, the public had the opportunity to ask questions and provide comments on the Master Plan and the planning and design process.

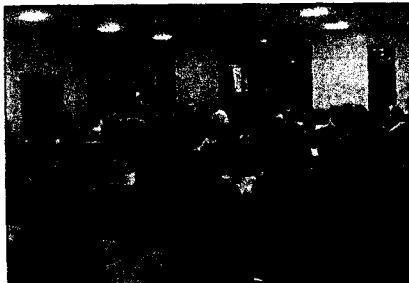


Public Participation at the Informational Gathering Session

Specific questions that were presented to the public during the course of the presentation, and the tabulated results and related public comments, are included in the Appendix of the Town Master Plan.

8.4.2 Public Consensus Building Session

The second public meeting for the Town Master Plan was held on Monday, September 22, at Jarvis Hall. Over one hundred (100) Town residents, Town officials and Steering Committee members attended the Public Consensus Building Session. The Public Consensus Building Session provided residents an opportunity to identify specific issues, concerns and potentials that exist within the Town of Lauderdale-by-the-Sea. As participants entered Jarvis Hall they were randomly assigned to a table, with a total of ten tables. Each group was provided a set of colored markers and a table-sized map of the Town on which to mark their issues and potentials. One person at each table was subsequently assigned to be the "secretary" and held the responsibility for documenting all comments from the table onto the maps.



*Public Participation at the
Consensus Building Session*

Participants were asked to identify issues and potentials for the Town in the areas of Circulation, Open Space / Environment, Economic Development, and Buildings. After issues and potentials were identified and designated topics, each group was asked to come to a consensus on the highest priorities and issues in the Town. Three orange dot stickers were provided to each table and they were asked to identify, on their plan, the three highest priorities. Individuals also had the opportunity to prioritize their issues by placing three green dot stickers on their personal "priorities". The stickers were supplied to participants in their package of materials as they entered the room.

The meeting closed with a Question and Answer period. Members were given the opportunity to express their ideas and concerns and ask questions regarding the Master Plan. A number of people took advantage of this opportunity and addressed the meeting attendees. A summary of the results of the Consensus Building Session can be found in the Appendix of this document.

8.4.3 Public Project Prioritization Session

The third public meeting for the Town Master Plan project was held on November 18, 2003 at 7: Hall. Approximately fifty Town residents and representatives attended the Project Prioritization session provided residents with the opportunity to review the proposed projects determined for by the Consultants and Steering Committee, and rate the projects based on their perception of importance to the future vitality of the Town. As attendees entered the meeting they were pro and were told to select a table. Each table had copy of the Town Master Plan graphic, with all pr numbered and labeled.

The presentation began with an overview of the project by the Consultant, a summary of all past received and undertaken and a review of a select sampling of the various streetscape concepts. by a presentation and description of each of the proposed projects located on the Master Plan. conclusion of the presentation, the consultant reviewed the input process with the meeting atte with Project Rating, Project Prioritization - Individual, Project Prioritization - Group and conclus opportunity for them to provide additional comments.

Participants were asked to rate each of the projects, on a scale of 1 to 4 in their workbooks, and their top three priority projects for the Town. Afterwards, each table was asked to discuss, a they felt the top three priority projects should be. Once determined, they were asked to place which were supplied to each table, on each of the three designated projects. Afterwards, the the public to make comments and ask questions about the projects, and the Master Plan process asked to return their completed workbooks at the conclusion of the meeting so their input could tabulated. A complete summary of the results of the meeting may be found in the Appendix of

8.4.4 Community Business Surveys

In July 2003, over 100 business surveys were distributed to commercial uses, motels/hotels in the Town, excluding professional businesses and service providers (ie. lawyers, doctors, etc.). The four-page questionnaire included questions regarding type of business, operation, business concerns and obstacles, positive aspects of business, size of business, employee overview of customers.

Twenty-four (24) surveys were returned by the designated response date. Half of the responses received from motels/hotels, five (5) were received from retailers in the Town, four (4) from restaurants/eateries and three (3) from miscellaneous businesses offering specialty services such as cleaning. A brief overview of the responses from the surveys is included in the Appendix.

In October 2003, a second business survey was distributed in the Chamber of Commerce page insert. Approximately 300 surveys were distributed, with thirty-nine (39) surveys returned by the date of October 31st, 2003. The survey included five questions regarding desired building improvements and specific questions related to Basin Drive, Commercial Boulevard and Town Hall. Respondents had the opportunity to write any additional comments or suggestions.

A summary of all responses is included in the Appendix of this report.

9.0 Appendices

9.1 Vision Session Summary

Question #1 - Describe your ideal vision for the future "character" of Lauderdale assuming no constraints exist - physically, financially or otherwise.

- Tropical style for businesses - façade work, more trees
- Strong theme for commercial areas - tropical or Mediterranean
- Better businesses would come with nicer looking facades, etc.
- No "model" of preferred style currently exists
- A1A should be leveled
- Incentive to tear down and rebuild commercial
- Residential - more trees and lighting (pedestrian scale)
- Gated entrances into the Town and into residential areas
- Parking garage to get people here and place for the cars
- Extremely pedestrian friendly
- This place represents somewhere "back in time"
- Represents what we had as children - friendliness
- Trees, sidewalks, safe trails, etc.
- Bistros and outdoor cafes replacing "cheap" t-shirt shops
- Used to be a lot more higher class of shops
- Want more higher end commercial
- Local transportation for entire community
- Concerts on the beach/sand - venues

- Art shows that community can walk to
- Everything should be accessible by walking so people can leave their cars at home at all times
- Build on existing free transportation
- Increase in residential populations - specifically affordable
- Affordable housing is important
- Redevelopment of A1A
- Business owners need assistance and guidance
- Get book from Chamber that lists the existing 200 businesses (from Sandra)
- Pelican Hopper transportation system
- Tropical theme
- A1A needs a lot of sprucing up
- Need to get rid of t-shirt stores
- It will happen, we just need to get it started
- Need a cohesive feel throughout the entire town - will help businesses
- Beachfront is primary amenity
- Need to create the atmosphere without suffering the failures of Fort Lauderdale
- Fort Lauderdale eventually evolved but it went through a very bad time during its redevelopment
- Lauderdale by the Sea can not suffer the way that Fort Lauderdale has
- Fascinating case study
- Maximize commercial redevelopment
- Create developer friendly atmosphere
- Community is very attached to height restrictions, etc.
- Maintain residential integrity in addition to commercial areas
- Pay attention to existing residential neighborhoods
- Pay attention to capital improvements
- Pedestrian-friendly

- In the past have tried to make it business friendly
- Needs to be residence friendly - a good place to live
- Business community needs residential support, so pay attention to residents
- How do you make it resident friendly?
- Like Lincoln Road in South Beach - make A1A pedestrian only
- Do more events and activities for the residents (bandstand, amphitheater, etc.)
- Jazz on the beach worked to bring people out of their homes
- Hotels and motels need a facelift
- Innovative façade / property clean-up program to help business owners
- A lot of non-conforming buildings in the Town
- Tropical theme will make people want to come back (Example - Naples, FL - 5th Ave.)
- Need to be innovative with our thoughts
- Residents should support the Town, not only the tourists
- Pedestrian friendly, easy access throughout the Town, vibrant business district
- Aesthetically pleasing architecture
- Redevelopment should be looked after (commission an architectural review board to ensure standards)
- Parking that does not infringe on beach or businesses
- Know that you have "arrived" into the Town
- Recreational amenities
- Tree lined with ample sidewalks
- Anti-diagonal parking (inefficient and unsafe)
- Appropriate street lighting and planting on side streets
- North end - provide park for residents
- Pedestrian mall
- Town is now a tourist town
- To get redevelopment we need 5 story buildings on the ocean

- We need help with parking
- Need buy-in from the people
- Look at properties that can be bought and torn down, can not patch everything that we have
- Pedestrian friendly nature in older part of Town and corresponding scale
- Commercial needs to be upgraded and enhanced
- Maintain as desirable tourist location
- Mixture of housing types (not just townhouses)
- Protect and preserve the beaches since it is the biggest resource
- El Mar Drive is most important area in the community
- A1A problem is lack of landscaping
- Basin Drive has waterway feature that is totally missed and underutilized
- Get rid of back out parking
- Need tree canopy
- Live and work here, but you don't play here
- Can't decide if we are a quaint Village or if you work here to stay in business
- "Pearl" of a community
- Self sustaining mixed use community
- Resort area with beach club
- Competing on a national and international market
- Still must import business from out-of-town
- Modernized areas with small town feel
- Public restrooms needed
- Impeccable facades
- Small, boutique hotels with quality clientele
- Plaza style mini-parks
- Central core with activities for residents and easy access to downtown, businesses, recreation

Question #2 - Identify the existing strengths of Lauderdale-by-the-Sea as the successful achievement of your "ideal vision".

- Location, location, location
- Physical location (CENTRALLY LOCATED)
- Limited population
- Low crime
- Land that can be pieced together for redevelopment
- Desirous commission to do the right thing
- Management
- Age groups
- Magnificent natural beauty - ocean, Pier, Intra-coastal waterway
- Strong Town management
- Age diversity
- No crime
- Sense of safety
- People - residents, management, hotel owners, etc.
- East of intra-coastal waterway
- Citizens want change and want place to be better
- Centrally located in Broward County
- Linear features
- Active residents
- Commission and staff are looking to improve the Town
- Clean
- Size
- Residents

- Government
- Location
- Small town atmosphere
- Few good restaurants
- Pier
- Mix of uses and diversity, feature of big town but still small town feel
- Beach, waterway, reef
- Climate and overall environment

Question #3 - Identify the existing weaknesses/issues experienced by Lauderdale-by-the-Sea that they relate to successful achievement of your "ideal vision".

- Beach re-development (issue)
- Properties on beach are hard to develop economically
- Back out parking
- Through traffic in the community
- Vitality of business district
- Multi-family redevelopment
- Hurricane protection
- Lack of parking
- Pedestrian crossings
- Zoning needs to be updated
- Properties are too old and lots are too small
- No public gathering place or beach access
- No moderate residential properties
- This is third Master Plan

- Limitations on redevelopment - need to find ways around it
- Communication to Town residents
- Town Topics - local newspaper
- Hired part-time PR person in the Town
- Existing height restrictions and land development restrictions
- Change - people are afraid of it and there is a fear factor associated with it
- Limited open space and beach access
- Funding for redevelopment and capital improvements
- Traffic congestion during the in-season
- Friction between two parts of Town
- Pedestrian crossings (A1A intersection is primary issue, tried to get State to do a four-way stop)
- Parking

**Question #4 - Identify any design-based goals or physical improvement initiatives
like to see occur in Lauderdale-by-the-Sea.**

- Major redevelopment - get a major developer to do a "big" project
- Close Commercial Boulevard from beach to A1A for pedestrian only
- Adoption of Master Plan as an impetus to get things done
- Results and recommendations are going to be very important
- El Mar and El Prado
- Lighting and seating on streets
- Town Hall
- Need Town facilities/washrooms
- Streetscapes
- Basin Drive concept plan that ties in waterway feature

- Link El Prado, beach, Town Hall and municipal park
- A1A landscape plan
- Transit shuttle
- Parking Plan
- Pedestrian/bicycle plan
- Beach resort complex
- Beach pavilion
- Beach clean-up
- Mini plazas along linear parks
- Beach clean-up is 4X weekly
- Move Town Hall downtown
- Parking garage
- Close A1A for pedestrian only use
- Move this Master Plan no matter what - have spent too much money "over-planning"
- Push this Plan through to adoption
- Get big developer into the Town
- Sewers and sidewalks need to be re-done
- Public restrooms
- Beach pavilion, amphitheater, something
- Level Town Hall - building is getting worse and worse
- Graphic signage
- Street furniture
- Neighborhood entryways
- El Mar Drive streetscape
- Unique parking venue
- Basin Drive is the best kept secret and needs to be explored and exploited

- Less is more - simplicity is important
- Fishing history will be exploited (Sandra from Chamber)
- Architectural standards and review board
- Do we need more commercial space?????
- Don't lose character in architectural design guidelines
- Still allow for architectural creativity
- Example - Charleston
- Public washrooms

9.2 Focus Group Session Summary - Business and Economic Development

Question #1 - Assuming no constraints exist - physically, financially or otherwise, what is your ideal "vision" for the Town of Lauderdale-by-the-Sea, specifically as it relates to business and economic development issues.

- Technically a bedroom community
- Needs to grow towards water-oriented
- Anchor business (Starbucks)
- Businesses that stay open late
- Something other than beach, places to make people stay, etc.
- Downtown more pedestrian friendly, less vehicle traffic
- Parking is an issue and on-going battle
- Keep old-town, old Florida style
- Attract new national businesses, along with small businesses
- Maintain sense of small-town community
- Equally plan for development and landscaping

- Develop real downtown, make it identifiable
- Need places to walk
- Need new businesses, parking, etc. to attract people and getting more people here
- New resorts and beach clubs built
- Do something with El Mar Drive
- El Mar and Commercial are focus of the community
- Gated areas for the community

Question #2 - Identify the existing strengths of Lauderdale-by-the-Sea as a successful achievement of your "ideal vision".

- Unique town, have space to rebuild
- Wonderful weather, friendly people
- Old people willing to sell and move out
- Small town feel
- Ambiance is charming - don't lose it
- History
- Residences and businesses
- Pier
- Fourth of July
- Access to ocean and Intracoastal Waterway
- Potential to be the "prettiest small town in America"
- Beach and ocean
- Walking town
- Pleasant
- Location, location, location

- Accessible
- Major water components
- Aging properties in need of renovation
- Possibility of redesign
- Beach town next to major metropolitan area
- Access to airport and major highways
- Don't have the gridlock traffic compared to areas inland
- Easy to get around (airport, inland, Miami, etc)
- It's a summer destination for Florida residents
- Only full functioning Town on the barrier island
- Reef access
- Ocean Fest
- Could be an international attraction
- Safe and secure
- Good police protection and coverage
- Friendly
- Restaurants, accommodations, variety of businesses

**Question #3 - Identify the existing weaknesses/issues experienced by Lauderdale
they relate to successful achievement of your "ideal vision".**

- Not well-known
- People don't realize that LBTS exists
- Confuse with Ft. Lauderdale
- A1A traffic - take it out of town
- Lack of a Master Plan

- Parking - need structures that don't look like structures
- Weaknesses in zoning have inhibited property redevelopment
- Town cannot decide whether they want visitors or residents - battle
- Want visitors but don't want parking, no lifeguards, no bathrooms
- Ten percent, at maximum, of residents frequenting local businesses
- Exodus of community is out of the community
- What is encouraging residents to shop and stay here?
- Population is not sufficient to keep businesses and retailers alive
- Money is not going to come to the town
- Capitalize on what we have to attract visitors - beaches, scuba dive
- Residents feel that local retailers can't provide them the services that they need
- Habits have changed
- Older population does not utilize local businesses
- We don't have fishing - need designated fishing space
- Don't have boating
- No public bathrooms
- Parking
- Focus on a common goal - encouraging that we are here today
- Don't lose the past
- Available parking that people don't know about - El Prado, Commercial
- Clientele is changing in restaurants, etc.
- People are becoming more aware that beachfront area exists
- Aging population (but its changing)
- Elderly resist change, new young people will help
- Parking
- Change is inevitable - make it beneficial

- Don't change the overall character
- Make people know LBTS is HERE!
- We are a unique resort town and should stay that way
- Motels - changes in clientele - stays are shorter
- More competition in global market
- People are more educated about traveling
- Motel changes issue is high cost of doing business
- Room rates are notoriously low
- What is the future of the motel properties?
- Must consider best use for these properties
- We attract/refract with low budget motels
- We need some higher end motels/resorts
- Build parks, but don't have children to play in them

**Question #4 - Describe any efforts you, or your business or organization, could
would help the Town's vision become a reality?**

- Businesses are consumed by their businesses
- Businesses keep short hours
- Well known chains and cafes may bring more people
- Pedestrian friendly cafes, etc.
- Marketing to national chains could get different products downtown
- Outside destinations
- Organizing events in the Town - more (Chamber & Merchants)
- St. Augustine - events are all the time
- Village Grille - quality restaurant, take pride in business

- More quality festivals - Ocean Fest - very nice clientele
- Ocean Fest moved to Ft. Lauderdale
- Jazz in the Square - Friday evening in north lane of El Mar Drive
- Administrations commitment to revitalization
- Cooperating building, zoning and variance board
- Need to get rid of cookie-cutter approach
- Zoning needs to be updated to address daily realities
- Voiceless business community has no representation
- Absentee landlords
- Buildings are owned by people that are out-of-town
- Daily economical struggle for survival is difficult
- Support the Master Plan
- Impossible to get a variance (economic hardship doesn't work)
- Developers are building townhouses, every little issue is so time consuming and difficult to
- Facade improvement program
- Master Plan should be supported

9.3 Focus Group Session Summary - Environment and Recreation

Question #1 - Assuming no constraints exist - physically, financially or otherwise, what is your ideal "vision" for the Town of Lauderdale-by-the-Sea, specifically as it relates to recreation and environmental issues.

- Recreation should center on the beach, but informally
- No sailboats, etc. on the beach
- Exercise or walking trail on El Mar
- Dog water stops
- Low key, classy, upscale
- More walking friendly
- Common parking area
- Accessibility to the Sea is more important
- Friendlier, easy-going Town
- Low key recreation and environmental facilities
- LBTS is not recreation focus
- Easy access, pedestrian friendly
- Don't encourage cars near the beach
- Beach erosion - stable beach is important
- Ample public facilities - lifeguards, restrooms, etc.
- "Turtle" friendly / nesting friendly - beachfront lighting
- Blue Wave Beach - designation by Clean Beach Council certifying that it is well-managed, safe amenities and facilities
- Need beach vegetation to hold the sand - sea oats and dune plants
- Reefs are one of the Town's hallmarks

- Easy access to reefs from beach
- Beach nourishment projects - Broward County
- Snorkeling trail constructed offshore
- Kiosks and information on the reefs should be made available
- Beach nourishment will occur along $\frac{1}{2}$ mile of beach in the north and from the Pier south by t
- Park space for family gatherings on the beach
- Better snorkeling trail
- Parking west of A1A for activities on the beach
- Playgrounds and family spaces on beach
- Snorkel trail information in Town Hall and Chamber of Commerce
- Access to beach is a problem in northern part of Town
- People in north don't come down to central area because of parking
- Two public access points in north part of Town
(open to public - 10 foot easements between Royal Coast and Seawatch & Corniche and Palm
with access between Palm Club and Crystal Cay)

**Question #2 - Identify the existing strengths of Lauderdale-by-the-Sea as t
successful achievement of your "ideal vision".**

- Master Plan accelerating progress of joining north and south
- Size and scale of structures
- Fishing pier
- Increasing public park space
- Save the Reef - Dave Kaplan - underwater marine arch. Group
- Artificial reef on south side of Pier
- Beach access

- Bars, restaurants and shops
- Entry to town has gotten more attractive
- Overall, calm, easy going atmosphere
- Relaxed atmosphere is friendlier than Ft. Lauderdale
- Coral reefs
- Commission "friendly"
- Recent annexation - doubled size, new ideas, new problems, money
- Combination of leisure and business
- Chamber and property owners relationships
- Natural beauty
- Coral reef - such a unique strength that should be preserved
- Beach, water and reef
- Citizens intense love of the Town
- Citizens strive to better the Town
- Commitment of Town officials on every level of Town government
- Height limit

Question #3 - Identify the existing weaknesses/issues experienced by Lauderdale that they relate to successful achievement of your "ideal vision".

- No definition of what kind of Town we are going to be - residential, commercial, tourist - A r
- You can't be everything to everyone
- Town needs to decide what direction they are going to grow into
- Annexation - not carried out properly
- Understand the annexation
- Parking - need something west of A1A

- Transition of lifestyles - people don't need to be in their cars all the time
- Parking - move parking into garage of parking lot with transportation to beach, etc.
- Lack of supervised beach activities
- Lack of concept plan for Town
- Mixing vehicles and pedestrians
- Factions between different Town viewpoints
- This should be the final plan, lets move to implementation
- Preservation over innovation
- Think upscale - businesses and services
- Businesses that are financially sound and have something to offer
- Parking
- Beach parking
- Lack of lifeguards
- Lack of public restrooms
- Public feel in south and private feel in north
- Chronic long-term beach erosion
- Change in demographics in condos and the younger people want activity in the local community

Question #4 - Describe any efforts you, or your business or organization, could make that would help the Town's vision become a reality?

- Maintain public and private facilities
- Maintenance of public areas including parks
- County - assist on coastal construction, assist on reefs, Blue Beach designation & beach erosion
- Staying active in the community
- Lighting - profession (Minnet) - should be utilized in the Town, willing to work with Town with

- Cindy - people move here for relaxation - a lot of people don't get involved - can be frustrating
- POA - presentations at meetings
- C of C - involve local businesses, hard to get them at meetings
- C of P and Z - work to approve plans from the Master Plan

9.4 Focus Group Session Summary - Transportation

Question #1 - Assuming no constraints exist - physically, financially or otherwise, what is your ideal "vision" for the Town of Lauderdale-by-the-Sea, specifically as it relates to transportation issues.

- A1A four lanes
- El Mar - pedestrian mall from Washingtonia
- Commercial from A1A East pedestrian
- Trolley on Commercial and El Mar
- Additional parking nodes
- A1A not four lanes, but heavily landscaped
- Circulating transit system on 1/2
- Multi-modal facilities
- Town wide multi modal recreational path
- Refer to old plans with proposed changes on El Mar one drive & bike lane
- A lot of people feel that a parking garage is a necessity
- Parking has not been studied enough
- There is no question there is a parking problem, but is there demand?
- Transit system circulating in the community would be a benefit
- Some areas lack sidewalks (Washingtonia)
- Pedestrian systems are required in single family areas for access
- Work with DOT to slow A1A traffic at intersection of Commercial
- El Mar can be two lane roadway to solely serve the motels
- El Mar could be more pedestrian, bicycle and rollerblade traffic
- Another option on El Mar that includes bike lanes

- Center walkway
- El Mar could work as pedestrian, but must consider businesses
- North neighborhoods don't want sidewalks
- South neighborhoods are a bit more isolated and need sidewalks
- During season - north beach is very difficult to get onto A1A
- Like pedestrian network - continuous throughout Town
- El Prado should be closed
- El Prado vista from park to beach
- Beachfront parking should be eliminated or reduced
- Waterfront is better used for recreation, etc.
- Is it a goal to separate walkers and bicyclers?
- Commercial / El Mar pedestrian only, you need some kind of parking
- Example of downtown Vail which is ONLY pedestrian
- Protect residential neighborhoods
- Improvements at Commercial / A1A intersection
- Useful mass transportation options - water taxi, hub, etc.
- Better define neighborhoods to help define ideal circulation character
- Closing El Mar might work
- Not an issue of circulation, but an issue of perception
- Might be a problem with remote parking unless trolleys were constant
- Parking - if you build it they will come
- Connect north and south to create singular identity - through circulation
- Not transportation problem in north, but there is an identity problem
- Through traffic out of neighborhoods
- Constant complaint of through traffic in neighborhoods
- Expanded Pelican service

- Parking node near Intracoastal would be an asset
- People walk over the bridge to the beach, b/c parking is free on the other side of the bridge
- Water taxi used to come down to LBTS - stopped - lack of parking
- Like water taxi expanded back to LBTS - but we need the parking
- People are looking for things to do and we have nothing to do now
- Have to send people out-of-town to "do" things
- Eliminate the car - make things more pedestrian friendly
- Gates in certain neighborhoods - should be considered

Question #2 - Identify the existing strengths of Lauderdale-by-the-Sea as the successful achievement of your "ideal vision".

- Location on the beach
- A1A is a strength - it's a beautiful ride
- Downtown area is conducive to pedestrian circulation
- Downtown has a small town feel
- Pedestrian friendly scale
- Recent DOT improvements on Commercial and A1A
- A1A has no landscaping - negative
- Improvements at Town Hall with respect to parking
- Number of beach accesses
- World class coral reef
- Safe town and place to live and visit
- You can walk day or night with no problems pedestrian friendly
- Natural beauty of the beach
- Commitment to do something

- Residents are always involved
- A lot of infrastructure is already in a place
- Connections in the south side of the Town (limited in north)
- Pedestrian nature of the area
- Pedestrians are here, give them the facilities that they need
- People are willing to walk, need infrastructure
- Neighborhood pockets are well planned
- Beach area - very beautiful
- Commitment to create a pedestrian friendly community
- Transit system that is working well and can be expanded

Question #3 - Identify the existing weaknesses/issues experienced by Lauderdale they relate to successful achievement of your "ideal vision".

- A1A draw motorcycles, bicycles and traffic
- Runners on A1A and beach
- Completion of a pedestrian/bicycle system
- Bicycles on A1A
- Bike racks on busses made a big difference
- Put bike racks on the Pelican Hopper
- Lack of parking
- Lack of recreation facilities - jet skis, sailboats, entertainment
- Lack of beach facilities - restrooms, trash receptacles, etc.
- No upscale shops in the Town
- No lifeguards
- Height restrictions may be limiting (maybe up to 4-5 stories)

- Bridge openings
- Back-out parking
- Money to fix the problems
- North-south connection
- Conflicting ideas regarding A1A
- Through traffic in residential areas
- Parking?
- Lack of adequate parking
- Lack of public access in North beach

Question #4 - Describe any efforts you, or your business or organization, could help the Town's vision become a reality?

- Grants for foot patrol officers
- Police and highway patrol programs
- A1A Scenic Highway project going on
- Effort to designate as scenic highway, can bring additional moneys
- Broward County Greenways
- County - parking money for beach communities
- Intermodal terminal doesn't have to be big - could use electronic kiosk
- Make LBTS a destination not a through -Town
- Funding for buses from County (Tri-Rail)
- Broward County Transit (grid system to bus system)
- Water taxi and busses owner

9.5 Public Information Gathering Session Summary

ZONE 1

Zone 1 includes all properties within the following boundaries: the Atlantic Ocean beach to the East, West, Pine Avenue to the North and Palm Avenue to the South.

Question #1 - What land uses would you most like to see developed in Zone 1 within the Town of Lauderdale-by-the-Sea? (Please rate each on a scale of 1-5, with 1 being least desirable and 5 being the most desirable)

LAND USE	NUMBER				
	1	2	3	4	5
Mixed Use	10	4	6	4	19
Resort / Motel	5	0	5	3	29
Residential	12	3	5	5	19
Recreational	6	6	5	11	12
Boutique / Specialty	13	4	6	9	6
Large-Scale Commercial	34	0	0	1	3
Office	26	1	3	2	4
Other	7	0	1	0	0

LAND USE	PERCENTAGE				
	1	2	3	4	5
Mixed Use	23.3	9.3	14.0	9.3	14.2
Resort / Motel	11.9	0	11.9	7.1	69.0
Residential	27.3	6.8	11.4	11.4	43.2
Recreational	15.0	15.0	27.5	27.5	30.0
Boutique / Specialty	34.2	10.5	23.7	23.7	15.8
Large-Scale Commercial	89.5	0	2.6	2.6	7.9
Office	72.2	2.8	5.6	5.6	11.1
Other					

Town Master Plan for Lauderdale-by-the-Sea
 "Preserving the Best of Times"

Question #2 - If residential development were to occur, what type is most desirable in Zone 1 on a scale of 1-5, with 1 being least desirable and 5 being the most desirable?

RESIDENTIAL TYPE	NUMBER				
	1	2	3	4	5
Single Family, Large Lot	24	4	1	2	4
Single Family, Small Lot	19	3	3	4	8
Townhouses	2	4	4	4	29
Duplexes	22	4	7	1	4
Condominiums	9	2	2	6	20
Apartments	15	1	7	5	6

RESIDENTIAL TYPE	PERCENTAGE				
	1	2	3	4	5
Single Family, Large Lot	68.6	11.4	2.9	5.7	11.4
Single Family, Small Lot	51.4	8.1	8.1	10.8	21.6
Townhouses	4.7	9.3	9.3	9.3	67.4
Duplexes	57.9	10.5	18.4	2.6	10.5
Condominiums	23.1	5.1	5.1	15.4	51.3
Apartments	44.1	2.9	20.6	14.7	17.6

Question #3 - Ideal building heights in Zone 1 should be in the following range: (Please check one or more boxes)
 Other, please write in desired range)

BUILDING HEIGHT	NUMBER	PERCENTAGE
3 Stories or less	20	43.5
4 - 5 Stories	14	30.4
Greater than 5 Stories	9	19.6
Other	3	6.5

Question #4 - Do you agree or disagree with the following statements, as they apply to development in the Town?
(Please indicate Agree or Disagree after each statement)

By Number of Respondents:

STATEMENTS	AGREE	DISAGREE
Design guidelines should be implemented to ensure high quality building standards in the Town		4
Additional public amenities are needed along Zone 1 streetscapes and at the beachfront (banners, lights, public restrooms, etc.)		14
The waterfront would benefit from additional or enhanced physical access points		20
A linear and continuous beachfront trail or boardwalk system would increase beach usage by residents and visitors		21

By Percentage:

STATEMENTS	AGREE	DISAGREE
Design guidelines should be implemented to ensure high quality building standards in the Town		8.9
Additional public amenities are needed along Zone 1 streetscapes and at the beachfront (banners, lights, public restrooms, etc.)		31.1
The waterfront would benefit from additional or enhanced physical access points		45.5
A linear and continuous beachfront trail or boardwalk system would increase beach usage by residents and visitors		45.7

ZONE 2

Zone 2 includes all properties within the following boundaries: El Mar Drive to the East, A1A (Ocean Drive) to the West, Pine Avenue to the North and Palm Avenue to the South.

Question #5 - What land uses would you most like to see developed in Zone 2 within the Town of Lauderdale-by-the-Sea? (Please rate each on a scale of 1-5, with 1 being least desirable and 5 being the most desirable)

LAND USE	NUMBER				
	1	2	3	4	5
Mixed Use	8	6	1	8	18
Resort / Motel	6	4	3	4	21
Residential	11	5	3	3	18
Recreational	12	2	8	8	6
Boutique / Specialty	12	3	7	8	7
Large-Scale Commercial	29	0	3	1	3
Office	24	2	4	2	2
Other	7	0	1	0	0

LAND USE	PERCENTAGE				
	1	2	3	4	5
Mixed Use	19.5	14.6	2.4	19.5	43.9
Resort / Motel	15.8	10.5	7.9	10.5	55.3
Residential	27.5	12.5	7.5	7.5	45.0
Recreational	33.3	5.6	22.2	22.2	16.7
Boutique / Specialty	32.4	8.1	18.9	21.6	18.9
Large-Scale Commercial	80.6	0	8.3	2.8	8.3
Office	70.6	5.9	11.8	5.9	5.9
Other					

Question #6 - If residential development were to occur, what type is most desirable in Zone 2 on a scale of 1-5, with 1 being least desirable and 5 being the most desirable?

RESIDENTIAL TYPE	NUMBER				
	1	2	3	4	5
Single Family, Large Lot	23	2	2	4	6
Single Family, Small Lot	20	4	2	4	10
Townhouses	2	1	6	4	30
Duplexes	13	6	4	7	11
Condominiums	10	2	1	7	24
Apartments	13	3	5	8	13

RESIDENTIAL TYPE	PERCENTAGE				
	1	2	3	4	5
Single Family, Large Lot	62.2	5.4	5.4	10.8	16.2
Single Family, Small Lot	50.0	10.0	5.0	10.0	25.0
Townhouses	4.7	2.3	14.0	9.3	69.8
Duplexes	31.7	14.6	9.8	17.1	26.8
Condominiums	22.7	4.5	2.3	15.9	54.5
Apartments	31.0	7.1	11.9	19.0	31.0

Question #7 - Ideal building heights in Zone 2 should be in the following range: (Please circle the most desirable range. If none are desirable, please write in desired range)

BUILDING HEIGHT	NUMBER	PERCENTAGE
3 Stories or less	21	45.7
4 - 5 Stories	17	37.0
Greater than 5 Stories	5	10.9
Other	3	6.5

Question #8 - How should parking be accommodated in the Town to service the commercial developments in Zone 2, and immediately surrounding areas? (Please choose only one - if Other

PARKING STRUCTURE	NUMBER	PERCENTAGE
One, large surface lot	1	2.2
Several, landscaped surface lots	19	41.3
Centralized parking garage	25	54.3
On-street parking	0	0
Other	1	2.2

ZONE 3

Zone 3 includes all properties within the following boundaries: Route A1A to the East, Bougainvillea D Town hall to the North and the Chamber of Commerce to the South.

Question #9 - What land uses would you most like to see developed in Zone 3 within the Town the-Sea? (Please rate each on a scale of 1-5, with 1 being least desirable and 5 being th

LAND USE	NUMBER				
	1	2	3	4	5
Mixed Use	5	0	5	4	27
Resort / Motel	9	5	4	8	14
Residential	8	5	9	4	15
Recreational	8	6	6	10	7
Boutique / Specialty	10	2	9	7	10
Large-Scale Commercial	14	2	2	1	1
Office	10	4	6	3	1
Other	5	1	0	0	0

LAND USE	PERCENTAGE				
	1	2	3	4	5
Mixed Use	12.2	0	12.2	9.8	65.9
Resort / Motel	22.5	12.5	10.0	20.0	35.0
Residential	19.5	12.2	22.0	9.8	36.6
Recreational	21.6	16.2	16.2	27.0	18.9
Boutique / Specialty	26.3	5.3	23.7	18.4	26.3
Large-Scale Commercial	70.0	10.0	10.0	5.0	5.0
Office	41.7	16.7	25.0	12.5	4.2
Other					

Question #10 - If residential development were to occur, what type is most desirable in Z each on a scale of 1-5, with 1 being least desirable and 5 being the most de

RESIDENTIAL TYPE	NUMBER				
	1	2	3	4	5
Single Family, Large Lot	20	1	1	3	5
Single Family, Small Lot	11	6	3	2	9
Townhouses	2	2	5	9	24
Duplexes	9	5	8	7	12
Condominiums	9	2	6	3	18
Apartments	13	0	4	10	11

RESIDENTIAL TYPE	PERCENTAGE				
	1	2	3	4	5
Single Family, Large Lot	66.7	3.3	3.3	10.0	16.7
Single Family, Small Lot	35.5	19.4	9.7	6.5	29.0
Townhouses	4.8	4.8	11.9	21.4	57.1
Duplexes	22.0	12.2	19.5	17.1	29.3
Condominiums	23.7	5.3	15.8	7.9	47.4
Apartments	34.2	0	10.5	26.3	28.9

Question #11 - Ideal building heights in Zone 3 should be in the following range: (Please choose only one - if Other, please write in desired range)

BUILDING HEIGHT	NUMBER	PERCENTAGE
3 Stories or less	18	40.9
4 - 5 Stories	18	40.9
Greater than 5 Stories	6	13.6
Other	2	4.5

Question #12 - How should parking be accommodated in the Town to service the commercial developments in Zone 3, and immediately surrounding areas? (Please choose only one - if Other, please write in desired range)

PARKING STRUCTURE	NUMBER	PERCENTAGE
One, large surface lot	1	2.2
Several, landscaped surface lots	22	47.8
Centralized parking garage	19	41.3
On-street parking	3	6.5
Other	1	2.2

ZONE 4

Zone 4 includes all properties on the North and South sides of Commercial Boulevard between Roundabout and Intracoastal Waterway.

Question #13 - What land uses would you most like to see developed in Zone 4 within the Town of Lauderdale-by-the-Sea? (Please rate each on a scale of 1-5, with 1 being least desirable and 5 being most desirable)

LAND USE	NUMBER				
	1	2	3	4	5
Mixed Use	5	1	0	3	31
Resort / Motel	23	6	3	2	2
Residential	24	1	2	1	9
Recreational	16	7	7	2	4
Boutique / Specialty	4	1	6	10	21
Large-Scale Commercial	14	1	2	2	4
Office	3	2	5	11	8
Other	5	4	0	0	1

LAND USE	PERCENTAGE				
	1	2	3	4	5
Mixed Use	12.5	2.5	0	7.5	77.5
Resort / Motel	63.9	16.7	8.3	5.6	5.6
Residential	64.9	2.7	5.4	2.7	24.3
Recreational	44.4	19.4	19.4	5.6	11.1
Boutique / Specialty	9.5	2.4	14.3	23.8	50.0
Large-Scale Commercial	60.9	4.3	8.7	8.7	17.4
Office	10.3	6.9	17.2	37.9	27.6
Other					

Question #14 - Ideal building heights in Zone 4 should be in the following range: (Please check one)
 Other, please write in desired range)

BUILDING HEIGHT	NUMBER	PERCENTAGE
3 Stories or less	19	44.2
4 - 5 Stories	14	32.6
Greater than 5 Stories	8	18.6
Other	2	4.7

Question #15 - What businesses and services are currently lacking in the Town's commercial district that should be encouraged? (Please mark all that apply)

BUSINESS AND SERVICE CATEGORY	NUMBER
Supermarket / Grocery	15
Big Box Commercial	3
Drug Store / Pharmacy	7
Department Store	4
Women's Clothing	15
Men's Clothing	12
Children's Clothing	11
Fitness and Recreation Facility	22
Boutique Retail	28
Bar / Nightclub	13
Specialty Foods	31
Footwear	13
Beauty Supply and Services	10
Restaurants	28
Furniture Store	8
Other	10

Question # 16 - Please respond yes or no to the following questions regarding Commer

By Number of Respondents:

STATEMENT	YES	NO
Do you believe that design guidelines should be implemented for all future development and renovations along Commercial Boulevard?	42	1
Would Commercial Boulevard benefit from streetscape enhancements and amenities, such as benches, shade trees, fountains, lighting, etc.?	43	1

By Percentage:

STATEMENT	YES	NO
Do you believe that design guidelines should be implemented for all future development and renovations along Commercial Boulevard?	97.7	2.3
Would Commercial Boulevard benefit from streetscape enhancements and amenities, such as benches, shade trees, fountains, lighting, etc.?	97.7	2.3

ZONE 5

Zone 5 includes all properties to the East of El Mar drive north of Pine Avenue to the northernmost

Question #17 - What land uses would you most like to see developed in Zone 5 within the Town of Lauderdale-by-the-Sea? (Please rate each on a scale of 1-5, with 1 being least desirable and 5 being most desirable)

LAND USE	NUMBER				
	1	2	3	4	5
Mixed Use	10	3	6	5	11
Resort / Motel	8	2	3	8	15
Residential	7	0	2	7	26
Recreational	9	1	7	7	10
Boutique / Specialty	18	1	6	4	3
Large-Scale Commercial	30	0	0	2	0
Office	22	2	4	0	1
Other	5	1	0	1	0

LAND USE	PERCENTAGE				
	1	2	3	4	5
Mixed Use	28.6	8.6	17.1	14.3	31.4
Resort / Motel	22.2	5.6	8.3	22.2	41.7
Residential	16.7	0	4.8	16.7	61.9
Recreational	26.5	2.9	20.6	20.6	29.4
Boutique / Specialty	56.3	3.1	18.8	12.5	9.4
Large-Scale Commercial	93.8	0	0	6.3	0
Office	75.9	6.9	13.8	0	3.4
Other	71.4	14.3	0	14.3	0

Question #18 - If residential development were to occur, what type is most desirable in Zone 5?
each on a scale of 1-5, with 1 being least desirable and 5 being the most desirable

RESIDENTIAL TYPE	NUMBER				
	1	2	3	4	5
Single Family, Large Lot	20	0	4	4	7
Single Family, Small Lot	21	1	3	2	6
Townhouses	3	2	8	9	20
Duplexes	18	7	3	3	5
Condominiums	9	1	3	4	27
Apartments	11	3	6	4	9

RESIDENTIAL TYPE	PERCENTAGE				
	1	2	3	4	5
Single Family, Large Lot	57.1	0	11.4	11.4	20.0
Single Family, Small Lot	63.6	3.0	9.1	6.1	18.2
Townhouses	7.1	4.8	19.0	21.4	47.6
Duplexes	50.0	19.4	8.3	8.3	13.9
Condominiums	20.5	2.3	6.8	9.1	61.4
Apartments	33.3	9.1	18.2	12.1	27.3

Question #19 - Ideal building heights in Zone 5 should be in the following range: (Please check one)
Other, please write in desired range)

BUILDING HEIGHT	NUMBER	PERCENTAGE
3 Stories or less	11	24.4
4 - 5 Stories	17	37.8
Greater than 5 Stories	13	28.9
Other	4	8.9

Question #20 - Do you agree or disagree with the following statements, as they apply to development in Zone 5?
(Please write Agree or Disagree on each line)

By Number of Respondents:

STATEMENTS	AGREE	DISAGREE
Efforts should be made to enhance the relationship between Zone 5 development and the waterfront	39	5
Additional public amenities are needed along Zone 5 streetscapes to make it more pedestrian and bicycle friendly	35	9
The waterfront, in Zone 5, would benefit from additional physical access points and a continuous beachfront boardwalk / promenade	28	16
Additional water-dependent and water-enhanced (restaurants, shops) uses are needed in Zone 5	28	15

By Percentage:

STATEMENTS	AGREE	DISAGREE
Efforts should be made to enhance the relationship between Zone 5 development and the waterfront	88.6	11.4
Additional public amenities are needed along Zone 5 streetscapes to make it more pedestrian and bicycle friendly	79.5	20.5
The waterfront, in Zone 5, would benefit from additional physical access points and a continuous beachfront boardwalk / promenade	63.6	36.4
Additional water-dependent and water-enhanced (restaurants, shops) uses are needed in Zone 5	65.1	34.9

GOAL IDENTIFICATION

GOAL	NUMBER
There should be guidelines of future development in the Town	29
Housing affordability and availability should be addressed	7
Visual access to the waterfront should be promoted and enhanced	21
Existing natural resources should be protected	30
More organized recreation facilities and programs are needed	4
Higher-quality commercial space is needed for economic development	18
The Town should pursue more retail stores and services	8
Sewer, water and infrastructure needs should be addressed	19
There are traffic issues in the Town that should be addressed	20
Gateways should be developed in the Town at key intersections	11
An architectural theme should be applied to future development	11
The Town should strive to attract more tourists (local and national)	15
Creating more, and better, jobs in the Town is important	2
The Town should develop a centralized "community space"	12
The Town should play a larger role in the regional economy	1
The Town should invest in additional public amenities	6
The Town should develop more water-dependent uses	5
The Town should develop a signage program identifying attractions	9
The Town should develop a multi-modal recreational trail system	3
Other	5

Other:

- Need upscale retail and hotels
- Need more parking lots
- Preserve low-rise, quaint character
- Parking facility
- Create a pedestrian mall between El Mar and Beach with outdoor seating for restaurants and ice cream coffee houses and sandwich shops
- Need awnings and umbrellas on buildings

ADDITIONAL COMMENTS

- Develop a "Town Square" between El Mar and the beach
- Provide adequate number of benches for viewing the water and include umbrellas and palm trees
- Restaurants and coffee houses should use umbrellas and awnings for outdoor seating
- Remove pier parking, use only drop-off and drive - both pier and restaurant can be served without need for driving
- Economic feasibility should demonstrate feasibility of possible types of structures
- Most of the residents in Old Town LBTs moved here because we liked the town the way it was in the late 70's and early 80's and 90's. I stress residents of Old Town because we are or were the majority of the residents. That was prior to the annexation of areas in the north, which is a large cluster of condo dwellers with different interests, lifestyles and concerns. Beautify Old Town if you must but keep the high rises and to keep the disabled from wandering over the bridge - all they do is create traffic problems.
- I will fight any attempts to seize private lands for public access.
- What is in the Master Plan to provide underground utilities and sewer access to Sunset lane? When will it be completed?

- Please address providing a centralized parking area in the Town. This would help create a walking v more visibility for the merchants and restaurants.
- Keep the beach areas free from additional pollutants.
- Do not create additional portals.
- For transportation we should ensure that the existing bike route on A1A continues through LBTS
- The County tax supported water taxi should make stops in LBTS.
- Parking is critical.
- Need new City Hall - not temporary eyesores.
- I like this - good job.
- Development is not a bad thing. Unbridled, unplanned or development that is not within the chara community IS.
- We do not need to make it harder for people to either sell or improve their properties, either by outrageously restrictive permitting processes. What we do need is adherence to specific height requirements, which are reasonable based on zone location, town character and economic improve
- Ease access to the beaches.
- More parking, at a reduced cost to residents.
- The Town needs high-end housing on the beach in order to encourage high-end hotels, boutiques
- Beautification is most important for this SMALL town.
- Heights should not exceed 3 stories no matter what.
- Need to get rid of ratty motels and the undesirables who stay there.
- Do something more for the homeowners - gates or entryways into the residential areas and bric
- Beach entrances should be beautified.
- At the Commercial Avenue beach pavilion the music should be contained so we do not have it rad Town.
- Higher end housing, development of boutique retail, hotels and corporate headquarter offices.
- We need a new Town Hall.

9.6 Public Consensus Building Session Summary

Circulation

- Speed bumps on Lombardy Avenue
- Dangerous intersections for pedestrians along A1A
- Need bike path on El Mar from Palm Avenue to Pine Avenue
- Seagrape Drive needs sidewalks north of Commercial
- Widen north and south business lanes on Commercial east of El Mar to contrast closing of road traffic
- Wider sidewalks on A1A to accommodate pedestrians, both residents and tourists
- Stop sign needed near existing Town Hall
- Open access to A1A at closed off road in front of Chamber of Commerce
- Beach boardwalk issues include setback changes and potentials for theft at existing resorts and
- El Mar should be one, oversized lane in each direction
- Close Commercial Boulevard east of A1A from vehicular use, and develop a pedestrian-only promenade
- More speed bumps on residential streets
- Right turn only from Pine Avenue onto A1A
- Sidewalks needed in residential neighborhoods (Tradewinds Ave., Seagrape Drive, etc.)
- Better traffic control needed on Commercial Boulevard
- Commercial Boulevard should be closed east of A1A for pedestrian-only use
- Better traffic solution needed at end of Bougainvillea Drive (near Chamber of Commerce)
- Parking garage placed at foot of Commercial Bridge, on site of existing parking lot
- Gateways at foot of Commercial Bridge, on south end of A1A and north end of A1A
- Silver Shores Waterway/Basin Drive should be a public waterfront
- Traffic is an issue at the corner of Pine Avenue and A1A
- Need bike route along El Mar Drive

- Pedestrian only use on Commercial Boulevard east of Bougainville Drive
- Improve pedestrian access to beach and ocean in northern areas of Town
- Water Taxi Docks
 - On Tradewinds Avenue, providing direct access to the Intracoastal Waterway
 - On Basin Drive, providing direct access to the Silver Shores Waterway
- Bike route along beach, west on Pine Avenue to A1A
- Combine parking and Town Hall
- Commercial should be pedestrian-only from Bougainville east to the beach
- Continuous beachfront boardwalk through entire Town
- Sidewalks needed on Seagrape Drive and Washingtonia Avenue
- Resident parking at beaches (monitored by Town-distributed permits)
- Dangerous intersections along Commercial Boulevard (ie. Bougainville, A1A)
- Need to open up road closure at south end of Bougainville
- Pedestrian circulation at east end of Commercial Boulevard
- Multi-story parking garage on west side of El Mar at Pine Avenue
- El Mar - Change to one lane of traffic or close for biking and walking paths
- Use Village Shopping Center parking for LBTS parking needs
- Improve and enhance walking and biking opportunities along Commercial, El Mar and the beach
- Continuous waterfront beach promenade
- Multi-level parking structure on A1A and Commercial (behind Mack's Grove)
- Need crossing enforcement on Commercial Boulevard for pedestrians
- Fix the Hibiscus/Bougainville/A1A road closure
- Entry gates into all residential areas
- Make attractive access west to the beach from the Commercial Bridge to promote walking and sh
- Parking garage at corner of Tradewinds and Commercial Boulevard with retail on first level
- Allow U-turns and cut-through traffic along Commercial Boulevard

- Sidewalks needed along Seagrape and other residential streets
- More residential; beach parking is needed
- El Mar should be more exercise friendly
- Intersection of Washingtonia and A1A - "We love it!"
- Intersection of A1A and Commercial is not pedestrian friendly
- End of Bougainvilla/Hibiscus/A1A is dangerous and inconvenient
- There are no locations in Town for the purpose of promoting waterborne transportation
- Need bike path on El Mar
- Need signal at intersection of A1A and Commercial to turn south when coming from the direct
- Need sidewalks on Seagrape Drive
- Gateway into Town from south (Fort Lauderdale)
- Gateway needed at end of Sunset Lane

Open Space / Environment

- Portals need more seating (already designed)
- Portal designs should be more exciting with different design features at each one
- Develop open space pedestrian mall on Commercial Boulevard east of El Mar Drive
- Re-open Hibiscus to A1A
- Larger beach access points
- El Prado needs landscaping and a pavilion
- Alleys should be developed east and west of Commercial from Bougainvilla east
- More landscaping needed on Commercial Boulevard
- Beach pavilion should NOT be on Commercial, should be at El Prado
- El Prado should be developed as a public open space
- More open space development between El Mar and the beach, directly north of Washington A

- Pier is an environmental resource that should be further developed
- Reefs are a valuable asset - protect
- Potential for open space development at all beach portals
- Open space development potential at El Prado
- Open space development potential in front of Chamber of Commerce
- Open space development at all beach access points
- Small, resident only boat ramp / access point at the beach terminus of Pine Avenue
- Landscape El Prado
- Resident boat dock and parking in northern section of Town, along waterway
- Need boat ramp along Intracoastal Waterway
- Need more benches
- Plants and landscaping needed at El Prado
- All beach access points need to be re-done and landscaped
- More landscaping on Bougainvillea
- Friedt Park needs to be more prominent
- Preserve reefs, replenish sand, keep water free of bad bacteria
- El Prado should be public park space and resident parking
- El Mar should be more park-like
- Develop and enhance open space at beach access points
- Develop El Prado as a public open space
- Beach access next to the Sea Watch Restaurant could be developed
- Develop Basin Drive as a public open space area

Economic Development

- Need new/additional commercial development on A1A and Commercial Boulevard
- Upgrade resorts and motels on El Mar
- Re-develop Pier with a café or other destination located on it
- Need parking near retail (Commercial Boulevard)
- "Beachfront, Mixed-Use Mall" - including parking, retail at central location
- Taxation issues - some businesses can not survive
- Impact fees for new development should be used for improvements
- Parking garage located between El Mar and A1A, just south of Commercial Boulevard
- Redevelop all parcels fronting onto Commercial, between Bougainvillea and A1A
- Tourist facilities should be located along A1A between Palm Avenue and Commercial Boulevard
- Commercial development/redevelopment on Commercial Boulevard
- A1A should be the same as Commercial Boulevard
- Redevelop resorts / motels on El Mar Drive
- Redevelop / enhance Commercial Boulevard
- Restaurant needed on Basin Drive/Silver Shores Waterway
- Bistro or Espresso bar needed at end of Pier (\$1 fee applied to Bistro bill)
- Re-develop El Mar Drive (motels and resorts)
- Re-develop Basin Drive / marina area
- After the hurricane, re-build Commercial Boulevard (3-Over-1, mixed-use, front on street, parking)
- Tourist development on Commercial Boulevard, A1A and El Mar
- Attract better shops - no more t-shirt stores
- Need an Economic Development Commission to propose what businesses could move to Town - i.e. Starbucks, Chico's, etc.

- Parcels between Bougainvillea and Seagrape from Washingtonia south should be mixed residential v existing properties
- Preserve character of El Mar
- Incentives are needed for small property owners to re-develop and enhance their properties

Buildings / Built Forms

- Height maximum should be four (4) stories of 3-Over-1
- Residential areas should have maximum heights of two (2) or three (3) stories
- There should not be a specific architectural theme
- Create an overlay district to implement various height requirements
- Heights
- 2 or 2-Over-1 in all residential areas in "Old Town"
- 5-Over-1 along A1A
- 3-Over-1 along El Mar Drive
- 15 story limit in annexed areas
- Bahama Theme for buildings
- Consistent building theme
- 3-Over-1 along El Mar Drive and A1A
- Mediterranean theme in commercial areas
- 3-Over-1 height, or less, throughout all of "Old Town"
- Limit vertical development in "annexed" areas to 5 (five) stories
- 5 (five) story maximum on El Mar Drive (beach side)
- More attention should be paid to single-family residential areas
- Gates into residential neighborhoods
- Need proper rain drainage in some residential neighborhoods

- Maintain 3-Over-1 on beach and in most other areas
- All developments on beach should be required to have "view thru" to beach as a design element
- A subtle, upscale Mediterranean theme is desirable (or a Key West theme)
- More building/design conformity is needed along Commercial Boulevard
- Keep all height limits as they are now (residential areas and beach)
- El Mar should stay at three (3) stories, with small motels and resorts
- Architectural theme should be Mediterranean, Key West or "Old Florida"
- North of Pine Avenue height limit should be 5 (five) stories, South should be "3 over 1"

Group Priorities - (Separated by Tables)

1. Creating a bike path on El Mar Drive
 2. Improving pedestrian safety at major intersections / on roadways
 3. Maintaining building heights (3-Over-1)
-
1. Mixed Use Center at A1A and Commercial, including parking, retail and office space
 2. Pedestrian traffic only on Commercial Boulevard east of A1A
 3. Improve/Increase parking, particularly near waterfront
-
1. Downtown Redevelopment
 2. Maintain Height Limits
 3. Improve/Increase Parking
-
1. Pedestrian only at end of Commercial Boulevard
 2. Bike routes on El Mar
 3. 3-Over-1 heights, or less, in "Old Town"

1. Beachfront pedestrian promenade
2. Pedestrian mall at end of Commercial Boulevard
3. Public developments on El Prado

1. Resident parking at beach
2. Development (Bistro, snack bar, etc.) at end of Pier
3. Town Hall / Friedt Park

1. Preserve reefs and other natural features
2. Expand walking and biking opportunities in Town
3. Parking developments (garages at designated locations)

1. El Prado developed as public open space
2. El Mar building heights maintained at three (3)
3. All height limits in Town maintained as is

1. Re-development and revitalization along Commercial Boulevard
2. Gateway into Town from south (Fort Lauderdale)
3. Height restrictions in northern area of Town, on west side of A1A should be limited to five (5) s

Individual Priorities

1. Re-development and revitalization along Commercial Boulevard - look at Sun Trust building for
2. All height limits in the Town maintained as is (23)
3. Pedestrian Promenade at Commercial (16)
4. Sidewalks and amenities needed on Seagrape and other residential streets (15)
5. Develop and enhance El Prado Drive (13)
6. Town Hall / Friedt Park (11)
7. Improve/Increase Parking - Resident Permits needed (9)
8. Open intersection at Bougainvillea/A1A/Hibiscus (7)
9. Develop Basin Drive/Marina Area (6)
10. Gates into residential neighborhoods (5)
11. Continuous bike route on El Mar, linking to rest of Town (5)
12. Limit building heights in north area of Town to 5 stories (5)
13. More beach amenities - promenade, benches, etc. (4)
14. Pedestrian control and safety at intersections and on roadways (4)
15. Storm drains on El Mar / residential neighborhoods (3)
16. Pier development (Bistro, snack bar, etc.) (3)
17. Enhance El Mar (3)
18. Develop a primary gateway from Fort Lauderdale (3)
19. Protection of Reefs (2)
20. Bury overhead wires (2)
21. Portal Design and Development (2)
22. Pocket parks in northern residential areas (2)
23. Parking garage on A1A (1)
24. Access ramp to Intracoastal Waterway (1)
25. Incentives for small business owners to re-develop and enhance (1)

9.7 Public Project Prioritization Session Summary

PROJECT RATING

Project Description	Project Rating			
	1	2	3	4
#1 - Arrival Gateway (North)	20	17	1	3
#2 - Neighborhood Waterfront Access Park	7	14	11	8
#3 - Residential Streetscape Improvements	15	4	12	8
#4 - Beach Access Improvements (North)	11	15	8	7
#5 - Beach Promenade (North of Pine Avenue)	14	10	5	11
#6 - Enhanced Beach Portal at Pine Avenue	20	9	10	2
#7 - Parking Garage (Clarion)	19	8	10	2
#8 - Beach Promenade (South of Pine Avenue)	24	2	2	12
#9 - El Prado Development	26	5	4	5
#10 - Town Hall Expansion	17	5	10	5
#11 - Barrier Island Interpretive Center	10	10	12	9
#12 - Pedestrian Mall	22	6	3	9
#13 - Pedestrian Alleys	20	7	5	8
#14 - Commercial Boulevard Enhancements	19	8	7	6
#15 - Pedestrian Linkage (Commercial to Basin)	12	12	7	9
#16 - Basin Drive Redevelopment	16	10	3	12
#17 - Parking Garage (Commercial Boulevard)	19	8	3	10
#18 - Arrival Gateway (West)	20	10	6	4
#19 - Pedestrian Walkway	12	7	15	6
#20 - Water Taxi Access	22	9	4	6
#21 - El Mar Drive Enhancements	21	2	5	12
#22 - Parking Garage (Holiday Inn)	20	2	5	12
#23 - Arrival Gateway (South)	20	12	4	3

Top five rated projects (based on number of votes in column 1):

1. El Prado Development (26)
2. Beach Promenade - South of Pine (24)
3. Pedestrian Mall (22)
4. Water Taxi Access (22)
5. El Mar Drive Enhancements (21)

Lowest five rated projects (based on number of votes in column 4):

1. Basin Drive Redevelopment (12)
2. Beach Promenade - South of Pine (12)
3. El Mar Drive Enhancements (12)
4. Parking Garage at Holiday Inn (12)
5. Beach Promenade - North of Pine Avenue (11)

2) PROJECT PRIORITIZATION - INDIVIDUAL

1. Beach Promenade (15)
2. El Prado Development (13)
3. Gateway at Commercial Boulevard (13)
4. El Mar Drive Redevelopment (11)
5. Parking Garage (10)
6. Commercial Boulevard Enhancements (7)
7. Gateway at southern border into Town (4)
8. Pedestrian Mall (4)
9. Town Hall Expansion (3)
10. Residential Streetscape Improvements (3)
11. Barrier Island Interpretive Center (2)
12. Basin Drive Redevelopment (2)
13. Gateway at northern Town border (2)
14. Pedestrian Alleys (2)
15. Pedestrian Walkway (2)
16. Water Taxi Access (2)

3) PROJECT PRIORITIZATION - GROUP

1. Beach Promenade - South of Pine Avenue (4)
2. El Mar Drive Enhancements (4)
3. El Prado Development (3)
4. Commercial Boulevard Enhancements (2)
5. Parking Garage at Commercial Boulevard (2)

6. Arrival Gateway from South (1)
7. Arrival Gateway from West at Commercial Boulevard (1)
8. Parking Garage at Clarion site (1)
9. Pedestrian Mall (1)
10. Pedestrian Walkway (1)
11. Residential Streetscape Improvements (1)

ADDITIONAL COMMENTS

- Not interested in public restrooms or showers
- No restrooms or extra showers at beachfront
- We need more attractions - we have the beach restaurants but no tourist type attractions
- Least favorite project is the pedestrian mall - cutting off traffic will kill business to hotels
- Leave Basin Drive open to east/west traffic
- Leave height limit at "3 over 1"
- We do not need to bring more people into Town - there is too much congestion already
- "3 over 1" should remain height limit
- Height limits should be retained - especially along El Mar
- The Plan needs to incorporate side setbacks so visual access to the ocean can be maintained
- We need a gate at East Tradewinds from Commercial Boulevard
- No building height in Town should be over 3 stories
- Need a gate at East Tradewinds
- No more than one parking lot
- Native trees only on Commercial
- Lights have to be turtle-friendly on Commercial
- Gateways are ridiculous - they get dirty

- The promenade will cost \$300 linear/foot if six feet wide
- Stay at three story height limit - 2 stories would be preferable
- No high rises on beach
- No high rises on beach (east side of El Mar)
- Put the amphitheater at Commercial - should be kept in the entertainment area
- No 4-story buildings along the beach
- No 5-story buildings anywhere
- Think about height limits on east side of El Mar - the market prices do not allow reconstruction with height restrictions
- We need parking - your suggestions are great
- Love the idea of enhancing the entrances (gateways) into the Town, Commercial Boulevard enhancements to El Mar Drive
- El Prado development is long overdue
- Outstanding job - so many options are excellent

9.8 Community Business Survey Summary - Long Form

Summary of Motel/Hotel Responses (12 Surveys)

- Generally open 7 days a week, 365 days a week
- Operating hours are split between 24 hours and normal business day hours (8:00 AM - 6:00 PM)
- Range in size from 8 to over 40 rooms
- Desirable improvements include parking garages, more recreational rental opportunities, etc.
- Positive features of Town include the quaint character, unique qualities and small-town feel
- Biggest problems in the Town include, lack of adequate parking, outdated storefronts, poor signage, upscale, high-quality businesses
- Marketing is done through a number of different avenues, including the Internet, walk-ins, American Automobile Association, local newspapers and by word-of-mouth
- Motel owners feel strongly that the existing Zoning Ordinance is in need of modifications, as it is restrictive and not cost efficient

Summary of Restaurant/Bar Responses (4 Surveys)

- Restaurants that responded are generally open seven days a week with operating hours ranging from 11:00 AM to 1:00 AM
- Feel that in order to revitalize, the Town needs upscale improvements
- Marketing is done primarily through word-of-mouth, walk-ins, direct mailings and community newsletters
- Adequate parking is the biggest concern - feel meters hinder their business, as well as excess parking spaces
- Restrictive City regulations limit their expansion potentials

Summary of Retail Responses (5 Surveys)

- Generally open Monday through Saturday
- Range of operating hours - Open as early as 7:30 AM and close as late as 11:00 PM
- Majority of retailers rent the space they are in
- Parking cited as the main reason more shoppers don't come to Lauderdale-by-the-Sea
- Positive attributes associated with doing business in the Town included the easy-going spirit, charm, and quaint
- The majority of their marketing is done through word-of-mouth, advertising in magazines and newspapers
- Restrictive Town regulations are said to hinder expansion potentials
- Traffic patterns hurt flow and ease of driving in Town, felt in the retail industry
- Lack of quality stores in Town is a problem
- There are a number of existing non-compatible, neighboring businesses

Summary of Service Responses (3 Surveys)

- Generally open Monday through Saturday
- Operating hours range from 8:00 AM to 3:00, 4:30 or 5:30 PM
- Biggest issues for them is parking and the fact that the meters create an unfriendly business environment
- Majority of advertising is through word-of-mouth and the local, community newspaper

9.9 Community Business Survey Summary - Long Form

1) What do you feel are the most appropriate height limits for each of the following uses / o

COMMERCIAL AREAS (ie. Commercial Boulevard):

Building Height	2	3	3 Over 1	4	5	6 or More
Respondents - Actual	6	9	9	4	8	2
Respondents - Percentage	16%	24%	24%	11%	22%	3%

RESORT/MOTEL/HOTEL (ie. El Mar Drive):

Building Height	2	3	3 Over 1	4	5	6 or More
Respondents - Actual	4	12	9	1	8	3
Respondents - Percentage	12%	34%	27%	1%	24%	2%

RESIDENTIAL - SINGLE FAMILY AND TOWNHOMES:

Building Height	2	3	3 Over 1	4	5	6 or More
Respondents - Actual	20	10	5	2	0	0
Respondents - Percentage	56%	28%	14%	2%	-	-

RESIDENTIAL - MULTI FAMILY:

Building Height	2	3	3 Over 1	4	5	6 or More
Respondents - Actual	14	15	6	1	2	0
Respondents - Percentage	38%	41%	18%	1%	2%	-

Building heights of 2 stories, 3 stories and "3 over 1" were the most desirable, as chosen by the survey respondents. Based on the responses, business owners are in favor of maintaining, or lowering, current building heights in the Town.

2) How would you like to see parking accommodated in the Town?

Parking Type	Respondents - Actual	Respondents - Percentage
Parking is adequate, no changes necessary	4	10%
Parking Garage	21	51%
Large, Landscaped Surface Lots	7	17%
Additional On-Street Parking	9	22%

Based on the responses received from the Business Survey, the majority of business owners would like to see parking needs accommodated by the construction of a parking garage in the Town of Lauderdale.

3) Would you like to see a new, enhanced Town Hall Complex?

Response	Respondents - Actual	Respondents - Percentage
Yes	19	49%
No	20	51%

Based on survey respondents, business owners are almost equally split in their opinions regarding the construction of a new, enhanced Town Hall Complex.

4) Would you like to see Commercial Boulevard closed for pedestrian traffic from:

Road Closure	Respondents - Actual	Respondents - Percentage
A1A east to the beach	12	32%
El Mar Drive east to the beach	15	41%
Neither	10	27%

A larger percentage of survey respondents would like to see Commercial Boulevard closed from El Mar Drive to the ocean, than from A1A to the ocean. A number of respondents also stated that they would not like to see Commercial Boulevard closed at all for pedestrian traffic.

5) Do you think that "Marina Village" / Basin Drive should be further enhanced and developed district?

Response	Respondents - Actual	Respondents - Percentage
Yes	27	71%
No	11	29%

More than half of the survey respondents (seventy-one percent) stated that they would like to see "Marina Village" / Basin Drive area further enhanced and developed.

Other Issues and Comments:

- Strongly opposed to idea of a bandstand on Commercial east of El Mar Drive - this would ruin the need that kind of traffic generated
- Consider having the Town or the county purchase the development rights of the oceanfront property allowing businesses/hotels/motels an opportunity to participate in the real estate appreciation while the community to still enjoy its pristine waterfront that singles Lauderdale-by-the-Sea out
- Enhance Town Hall - we need a larger facility to include a mini convention center and an auditorium that would be helpful to businesses and would create the opportunity for an upscale, luxury hotel complex
- There should be no parking meters in the mini-malls of Commercial Boulevard from Sea Grape Drive to the beach
- I think the Town Commission wants to keep a cute, small town
- We don't need new Town offices - the ones we have are fine
- Need more height on beach, maybe ten (10) stories
- With the new tax base of the homes and condos in north LBTS, we should not have metered parking on the beach
- Build a parking garage
- The annexed beach area needs to stop building highrises - the Town is known for its height and character
- Let's not have this part of Town look like a Galt Ocean Mile - the residents there selected LBTS for the annexation because of building codes - a moratorium is needed now
- Don't do another bad portal with no parking like at Palm Avenue - it is a wasted use of space and not as nice, but it's not useful
- There can be no better projects started than 2-3 story parking garages, terraced with all the trees and landscaping - beautiful - one near Benihana restaurant and one uptown
- Parking meters on Commercial Boulevard are ruining our businesses - please get rid of them and provide a free place to park - they are going to shopping malls where parking is free
- Bougainvillea Drive north of Commercial Boulevard floods - has no sidewalk and the alley has grown overgrown

- We need signs to designate the business - everyday someone comes in and says "I've lived here knew you were here"
- No Town Hall expansion - move to a back street, not prime land on A1A
- Stop pedestrians from walking, skateboarding, etc. in the middle of El Mar Drive - it is very hard to walk safely up or down El Mar
- The parking meters are a big problem for all of the businesses on Commercial - our customers are forced to park somewhere else where parking is not such a hassle
- Please do something to get the Town to take the meters away - they are affecting our businesses every day
- We would like A1A to be one-way northbound and Bougainvillea one-way southbound
- We need a business directory (ie. You are here, locating Town Hall, locating the Village Square and other areas/destinations in the Town)
- The other option is to do nothing to placate residents who inherited their property or bought it, so the working minority property owners can struggle along
- We need a large, landmark building - 5 stories tall - to accommodate Town Hall, community services, and full stories of parking - something like a replica of the Parthenon in Greece - issue bonds to finance it, the revenues pay off the bonds - a building so impressive people will come to LBTS just to see the building
- The Town needs to adjust to the changes in surrounding areas, while it is important to keep a historic feel to the Town, it needs also to develop its businesses and make it a desirable place to live and visit
- The dilapidated motels need to be torn down or improved as they currently appear as eyesores
- Central parking garage with pedestrian bridge over A1A
- Put utilities along El Mar, A1A and Commercial underground
- Make El Mar Drive more pedestrian friendly (one oversized lane and wider sidewalks)
- At the same time, arrange for better drainage on El Mar Drive
- Lauderdale-by-the-Sea is unique in its height restrictions - this town has a wonderful small town feel and that is a big part of the reason - Please keep the height restrictions as long as possible

- Protect the reef from further damage caused by dredging
- Please consider the quaintness of this particular beach community in South Florida is something special. We have high rise buildings and a person can drive to the shore - this is special and unique - do not take away your current plans
- Please do not consider closing either Commercial or El Mar for pedestrian-only traffic - maybe create a pedestrian area, but be careful not to jeopardize current motel businesses located on the sand - maybe the LBTS, just east of El Mar
- Perhaps the first parking lot just east of A1A in front of the beach could be designed as a parking lot more than 2 risers high - the parking spaces next to the beach could still stay the same